

# MID-WEEK PICTORIAL

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY

VOL. XLI, NO. 23

JULY 20, 1935

PRICE TEN CENTS



THE BATTLE OF THE TWO HELENS  
Mrs. Helen Wills Moody receiving the  
congratulations of Miss Helen Jacobs at  
the close of their dramatic struggle for  
the Wimbledon singles title.

(Times Wide World Photos, London Bureau.)



**THE PRIME  
MINISTER  
OF AUSTRALIA  
IS WEL-  
COMED IN  
WASHINGTON:  
JOSEPH A.  
LYONS**

Shaking Hands  
With Secretary of  
State Cordell Hull  
on His Arrival at  
the Union Station  
for a Call at the  
White House. Just  
Behind the Premier  
Is Sir Ronald Lind-  
say, the British  
Ambassador.

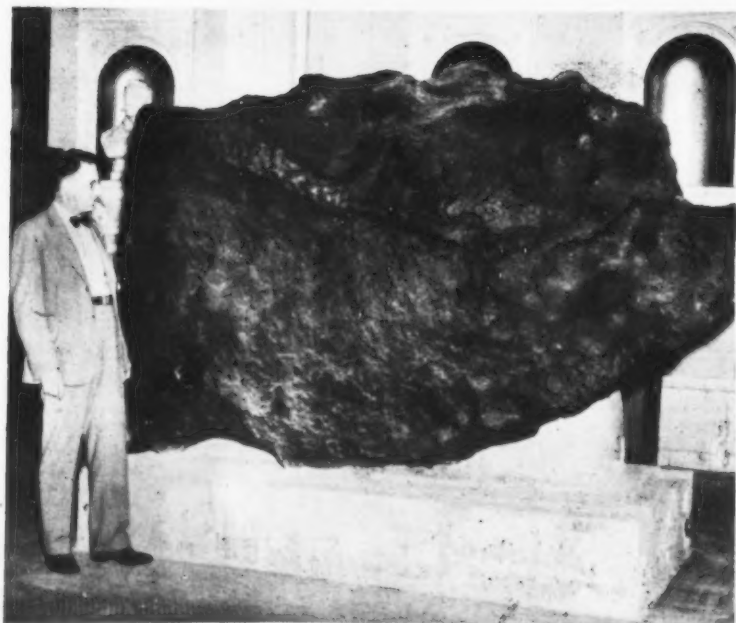
(Times Wide World  
Photos, Washington  
Bureau.)



**AN ART COR-  
PORATION:  
RICHARD  
CRIST,**

Who is Selling  
Shares in Himself  
at \$5 Each in  
Order to Finance  
a Three Months'  
Painting Expedi-  
tion to Mexico,  
Inspecting the  
Canvases in His  
Pittsburgh  
Studio.

(Times Wide  
World Photos.)

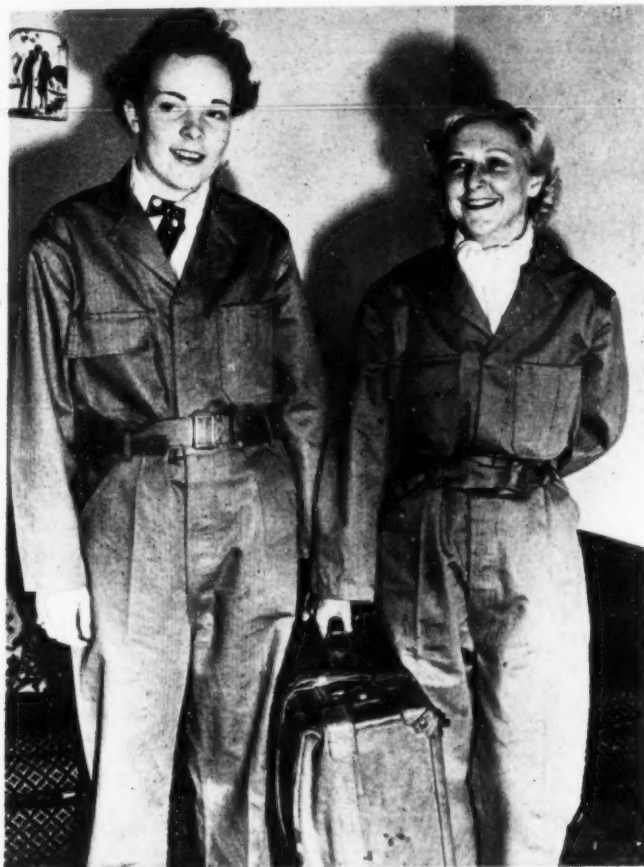


**MOVING DAY FOR A PRECIOUS STONE WEIGHING 36½ TONS:  
THE TENT OR AHNIGITO METEORITE,**  
Brought From Greenland by Peary Thirty Years Ago, Which Is to Be  
Moved From the American Museum of Natural History to the New  
Hayden Planetarium in New York. With Two Smaller Meteorites,  
It Is Valued at \$10,000,000 for Museum Purposes.

(Times Wide World Photos.)

# SIDELIGHTS

on American News



**DETERMINED TO ESTABLISH A NEW WOMEN'S  
ENDURANCE FLIGHT RECORD: BEVERLY DODGE  
AND HENRIETTA SUMMERS**  
in Their Flying Costumes Preparing to Leave Los Angeles  
for Oklahoma City to Tune up Their 300-Horsepower  
Biplane in an Effort to Remain in the Air for  
Fifteen or Sixteen Days.

(Times Wide World Photos, Los Angeles Bureau.)



**APPOINTED TO THE NEW YORK BENCH:  
MRS. JUSTINE WISE TULLIN,**  
Who Has Been Named a Justice of the Domestic  
Relations Court.

(Times Wide World Photos.)



# MID-WEEK PICTORIAL

"NEWS OF THE WORLD IN PICTURES"

VOL. XLI, NO. 23

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NEW YORK, WEEK ENDING JULY 20, 1935



## THE GOVERNOR OF NEW YORK TOURS THE FLOOD DISTRICT

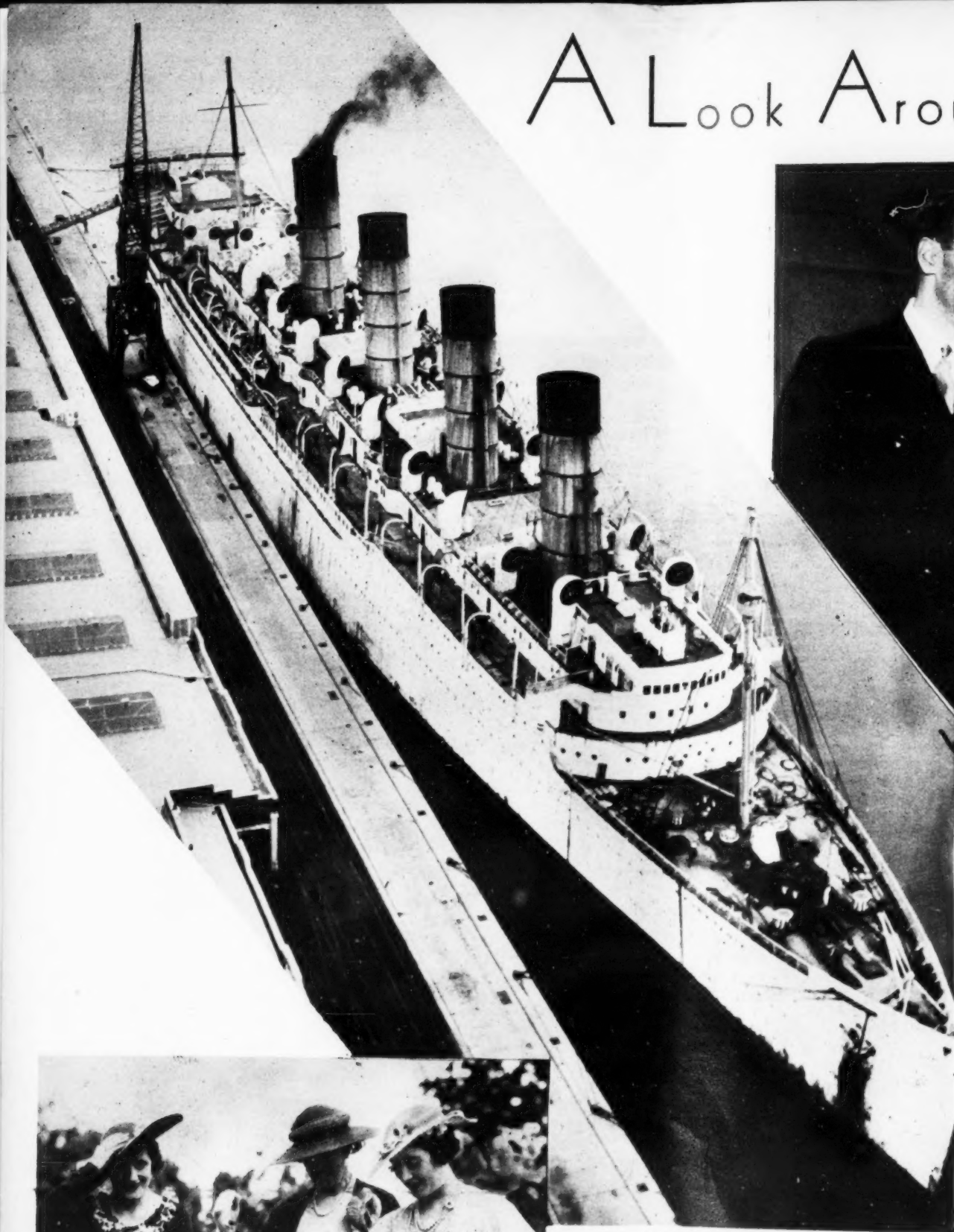
Governor Herbert H. Lehman getting a report on conditions from refugees in the ruins of Mrs. Hattie Burghardt's home at Lisle while directing relief measures.

[Other pictures of the floods will be found on Pages 12 and 13.]

(Times Wide World Photos.)

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# A Look Around Europe

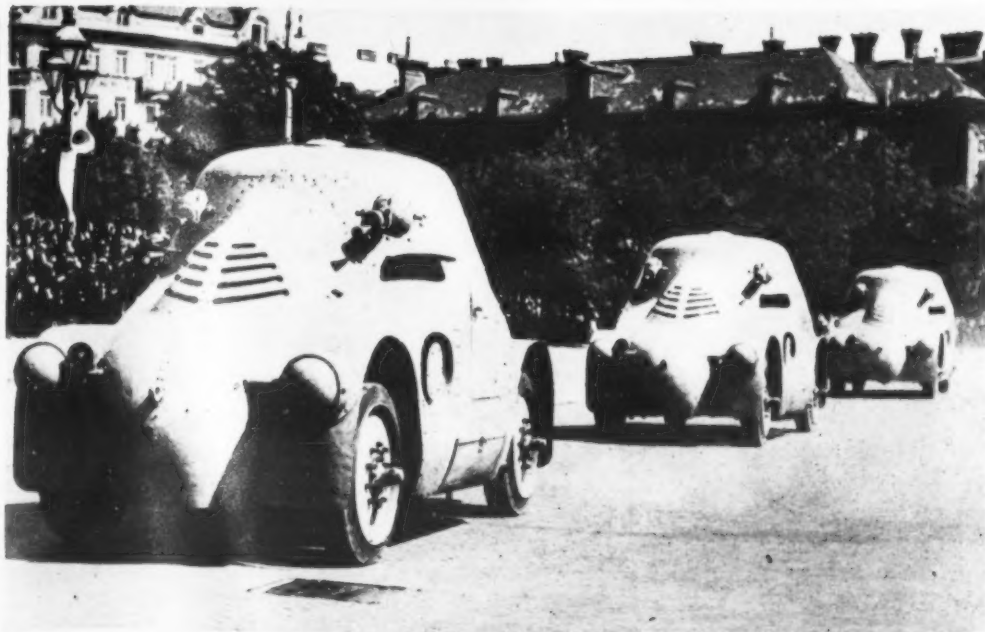


**DISTINGUISHED ROMANCE IN PARIS: Mlle. JOSE LAVAL,** Daughter of the French Premier, With Her Fiancé, the Comte René de Chambrun, a Descendant of Lafayette. (Times Wide World Photos, Paris Bureau.)

**THE ONE-TIME QUEEN OF THE SEAS STEAMS UP FOR HER SUICIDE VOYAGE:**  
**THE LINER MAURETANIA**  
Preparing to Cast Off From Her Pier at Southampton for the Last Time, Bound for Rosyth to be Broken up for Junk. The Masts Had to be Shortened to Enable Her to Pass Under the Firth of Forth Bridge. (Times Wide World Photos.)



**A BOW TO ROYALTY: A SMALL ENGLISH BOY** Bends Low After Presenting His Purse to the Duchess of York at a Garden Party in Aid of the National Council for Child Welfare at St. James's Palace in London. (Times Wide World Photos.)



**MAILED FISTS OF VIENNA'S GUARDIANS OF LAW AND ORDER: ARMORED POLICE CARS** of New Design Parading Before Thirty Italian Police Officials Who Visited the Austrian Capital to Study Police Methods. (Times Wide World Photos.)





# Russia's Sports Day

125,000 YOUNG RUSSIANS MARCH IN MOSCOW'S ANNUAL SPORTS PARADE: GIRL ATHLETES Crossing Red Square in a Demonstration Which Has Become One of the Most Spectacular Features of the Soviet Calendar, With Many of the Units Brilliantly Costumed, Carrying Big Transparencies and Executing Mass Designs.  
(Sovfoto.)

THE STAR OF THE SOVIETS IN LIVING FORM: ONE OF THE SPECTACULAR MASS DESIGNS Executed by Participants in the Sports Parade in the Red Square With Lenin's Tomb at the Right.





**THE NEW ASSISTANT TO THE ATTORNEY GENERAL: HAROLD M. STEPHENS**  
of Utah, Who Has Been Nominated to Succeed William Stanley of Maryland.  
(Times Wide World Photos, Washington Bureau.)

**THE SECRETARY OF THE TREASURY APPEARS IN DEFENSE OF THE ROOSEVELT TAX PROGRAM: HENRY MORGENTHAU JR.**

Conferring With Representative Samuel B. Hill and Chairman Robert L. Doughton of the House Ways and Means Committee at a Hearing on Proposed Increases in Levies on Individual and Corporate Incomes, the Raising of Gift-Tax Limits and the Imposition of a Tax on Inheritances.

(Times Wide World Photos, Washington Bureau.)



**AN EXPLANATION OF THE PLANS FOR THE WASHINGTON LOBBY INQUIRY: REPRESENTATIVE JOHN J. O'CONNOR**  
of New York, Chairman of the House Rules Committee, Assuring Newspaper Men That "We Will Spare Nobody" in the Investigation Into Alleged Attempts Improperly to Influence Votes on the Utility Holding Company Bill.  
(Times Wide World Photos, Washington Bureau.)



**LEADERS IN THE REPUBLICAN CRUSADERS' CONFERENCE IN CLEVELAND:**

**GEORGE H. BENDER** (Right), Permanent Chairman and Organizer of the Session, With Earl W. Munsham of Detroit, Temporary Chairman. Old Guard Leaders From the Six Central States Were Conspicuously Absent and Speakers Denounced Them for Their Failure to Cooperate in Reviving the Party.

(Times Wide World Photos, Cleveland Bureau.)



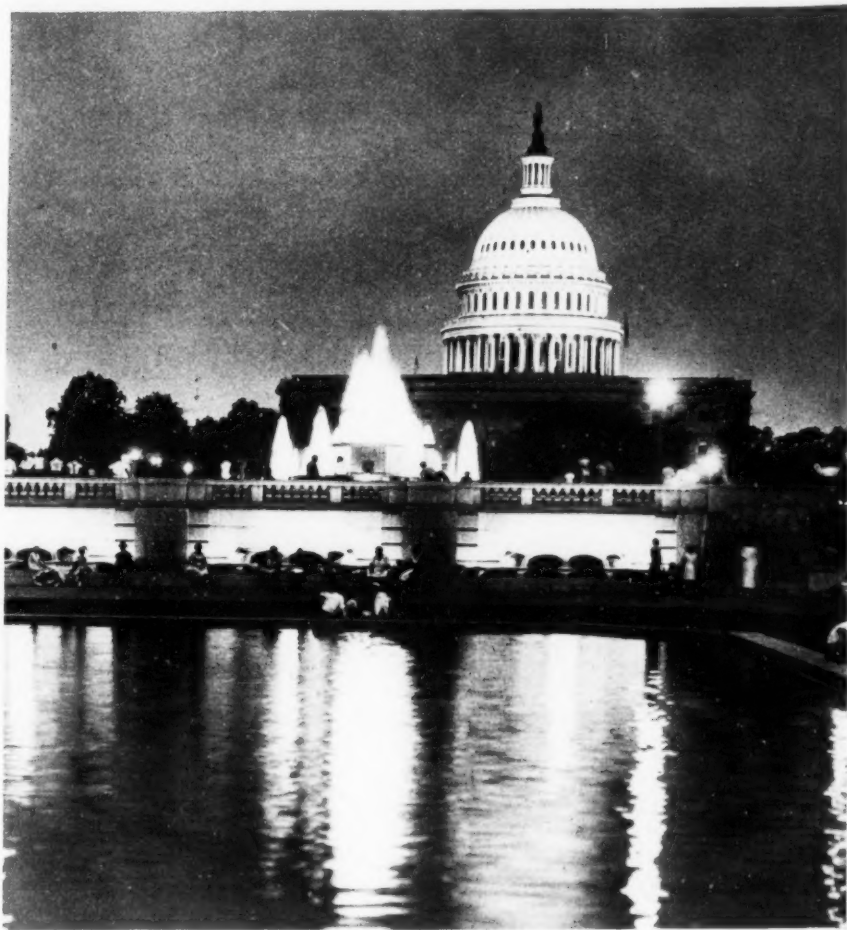
**AT THE CHICAGO PARLEY WHICH ISSUED A CALL FOR THE FORMATION OF A NEW THIRD PARTY:**

**PAUL H. DOUGLAS** (Right), University of Chicago Professor and Permanent Chairman of the Session, With Alfred Bingham, National Secretary. Some 300 Delegates From Thirty States Were in Attendance and Tentatively Chose "The American Commonwealth Political Federation" as the Name of Their Party, Which Is "Based on the Principle of Production for Use."

(Times Wide World Photos, Chicago Bureau.)



# The AMERICAN SCENE



## NEW LIGHT ON THE WASHINGTON SCENE: A NIGHT VIEW OF THE TERRACE FOUNTAIN

on the Capitol Plaza With the Illuminated Dome of the Capitol in the Background, Offering an Illusion of Coolness for Washingtonians on Sweltering Summer Evenings. (Times Wide World Photos, Washington Bureau.)



AN ADIRONDACKS PANORAMA MADE EASILY ACCESSIBLE TO THE MOTORIST: LAKE PLACID, as Seen From the Next to the Last Turn of the New \$1,000,000 Whiteface Mountain Memorial Highway, Which Is Being Opened to the Public This Week. The Formal Dedication Will Take Place in September With President Roosevelt in Attendance.

(Times Wide World Photos.)

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## FLOOD LIGHTING ON A GRAND SCALE: THE NATURAL BRIDGE OF VIRGINIA

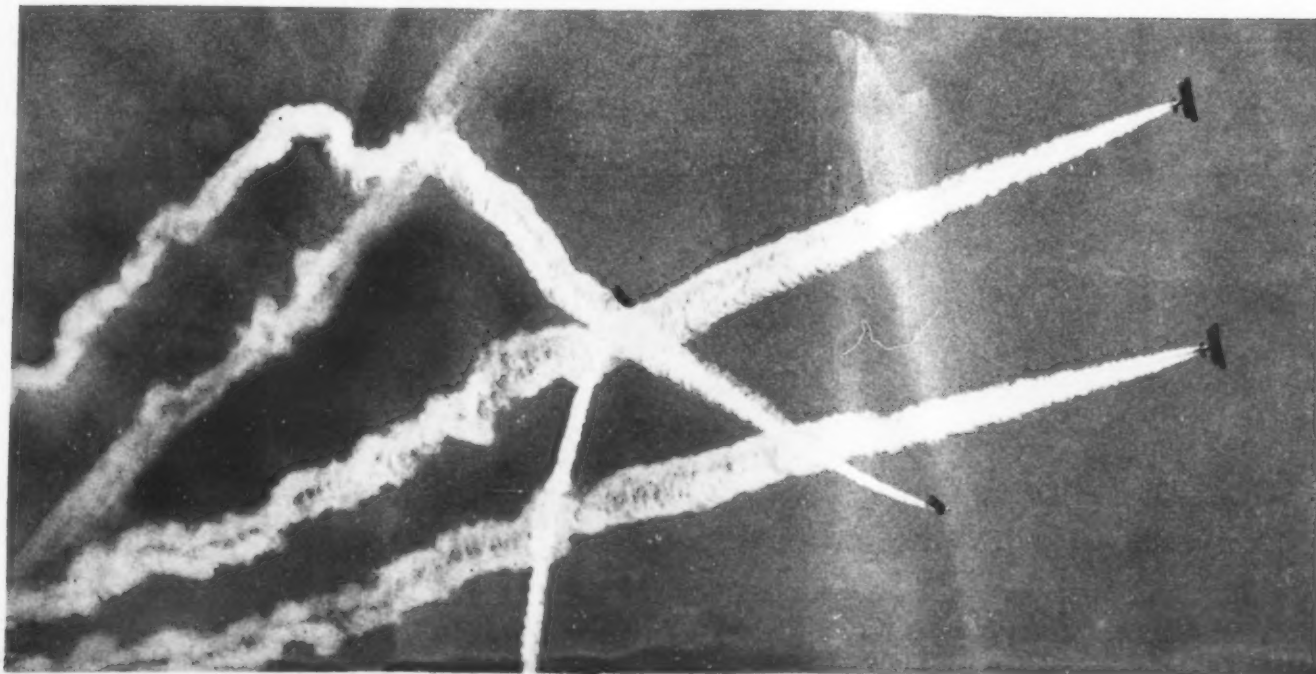
Illuminated With a 25,000,000-Candlepower Display to the Accompaniment of a Musical Program, Played by Electrical Transcription, Depicting "The Creation of the World," Presented Regularly at the Famous Scenic Spot.

(Times Wide World Photos.)



**A REQUIRED COURSE IN THE SCHOOLING OF PILOTS FOR WAR: AVRO TUTORS**  
From the Central Flying School in England Photographed in the Act of Rolling Over on Their Backs in Executing a Stunt for the Hendon Air Force Display.  
(Times Wide World Photos.)

# MIMIC WARFARE IN THE CLOUDS

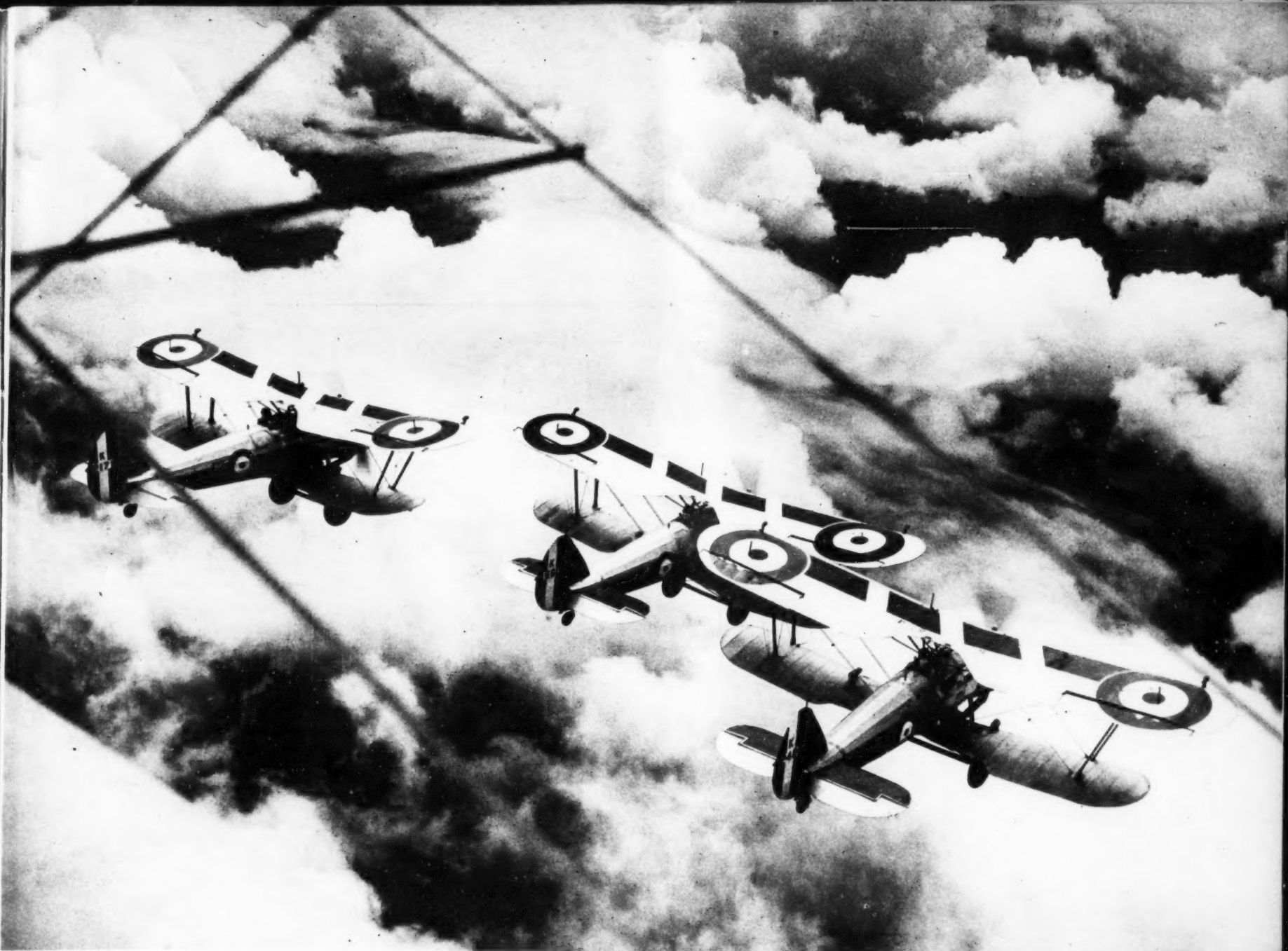


**A MOMENT OF PERIL IN A WAR REHEARSAL ABOVE THE CLOUDS: BRITISH "DEMONS,"**  
the Fastest Two-Seater Aircraft of the Royal Air Force, Breaking Formation After Executing One of Their Stunts for the Review by King George at Mildenhall. This is a Manoeuvre Which Must Be Carried Out With the Utmost Precision Because of the Danger of Collision.  
(Times Wide World Photos.)

**PATTERN WEAVERS OF THE SKIES: BRISTOL FIGHTERS**  
Working Out Striking Evolutions of Aerobatics With Smoke for the Royal Air Force Display at Hendon, England.  
(Times Wide World Photos.)

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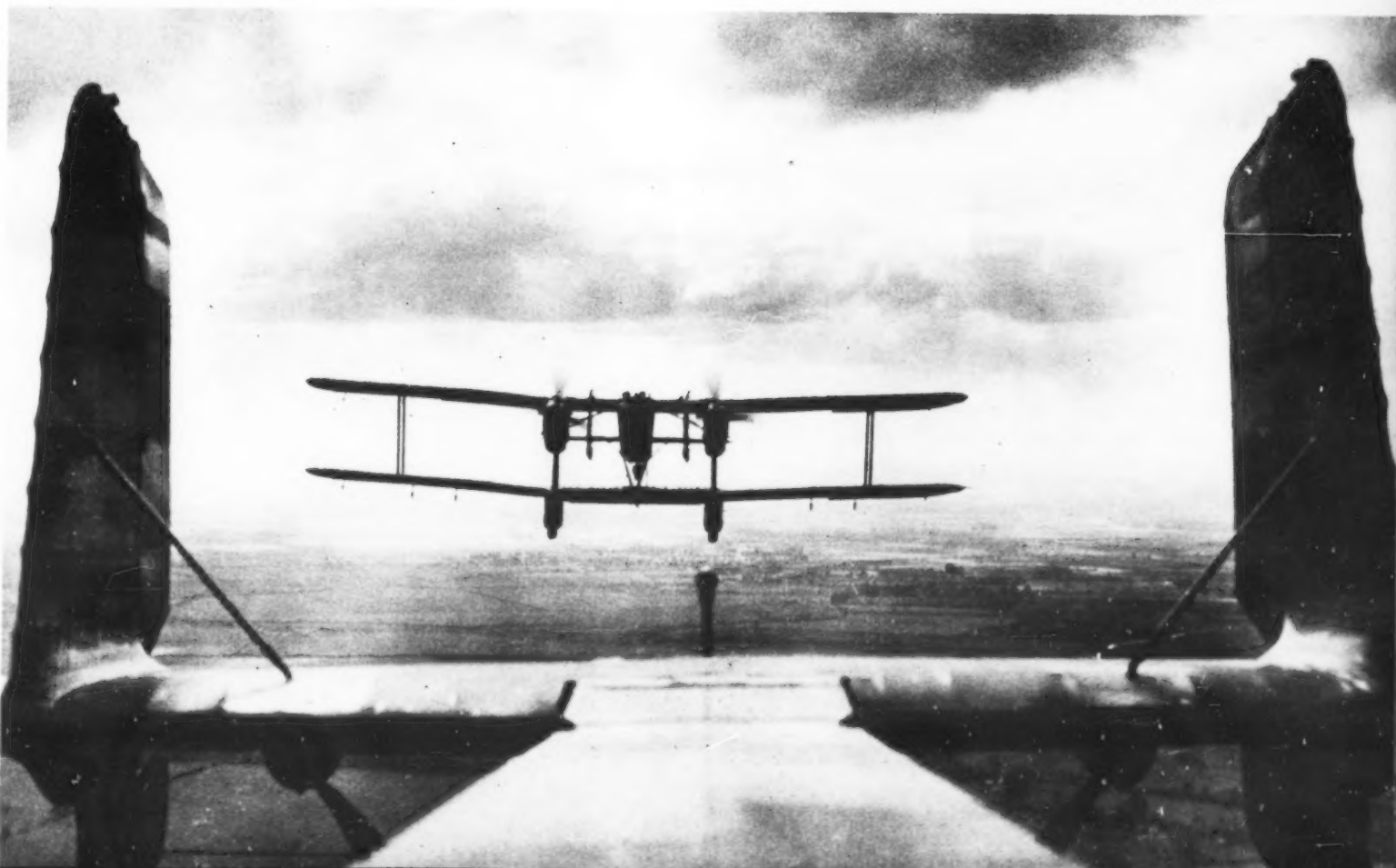


# Britain's Air Force on Parade

WINGS OVER ENGLAND:  
BRISTOL BULLDOG  
FIGHTERS  
Flying in Bright Sunshine  
Above the Clouds in Perfecting  
Themselves in Combat  
Formations.

THE  
HEAVY  
ARTILLERY  
OF AERIAL  
COMBAT:  
A HEYFORD  
NIGHT  
BOMBER,  
the Latest of  
This Class of  
Plane to Be  
Added in the  
British Service,  
as Seen in  
Flight Over  
the Tail of a  
Similar  
Machine While  
Tuning Up for  
King George's  
First Review of  
the Royal Air  
Force at  
Mildenhall.  
(Times Wide  
World Photos.)

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# FOOTNOTES ON A WEEK'S HEADLINERS

## VISITOR FROM AUSTRALIA

**P**REMIER JOSEPH A. LYONS of Australia, who called on President Roosevelt while crossing the United States on his way back home from the royal jubilee in London, holds to the unpopular theory that a government should save, not spend, its way out of a depression. Becoming Premier in 1932 when Australia's finances were in a fine jam, he cut expenses ruthlessly, boosted taxes, and for the past fiscal year could report a surplus of £700,000.

That might be expected of Joe Lyons, as his people know him, who was born on a poor Tasmanian farm fifty-six years ago and had to go to work as an office boy at 9 after scant schooling. He was an office boy for three years and after that worked as a hired hand on a farm, but somehow he managed to fit himself to pass the examinations to enter the University of Tasmania in young manhood. Five days a week while studying there he taught in the public schools but finally he was graduated with honors and a distinction in mathematics.

He remained in the Tasmanian school system, married a fellow teacher and at the age of 30 ran for the Tasmanian State Assembly as a Labor candidate and won. He was State Treasurer for a time and in 1923 became the Premier of Tasmania, an office he held until the defeat of his party in 1928.

Next year he entered Australian federal politics—he never had crossed the narrow strait between Tasmania and Australia until he attained adult years—and was selected by a Labor caucus to be a Cabinet member even before he had taken his seat in the House. When the Scullin Ministry went wild on finances he broke with the Labor party, organized the opposition and became Premier.

## FAMOUS ITALIAN COMPOSER

**TALO MONTEMEZZI**, now visiting the United States with his wife and their son Marco, is best known for his opera, "The Love of Three Kings," with which he achieved international success in 1914, but several others of his operas also have had American presentations.

His wife is an American, the former Miss Katherine Leith, daughter of a New York merchant. Before their marriage in 1921 she was a skilled pianist but has given up serious playing because the piano tended to distract her husband from his composing, even though he is not temperamental, but goes in for golf and other activities of a corporation executive. Their son so far has shown no interest in music, but is interested in trains and mechanical devices and gives indications of becoming an engineer.

Signor Montemezzi, who was born at Verona in 1875 and studied at the Conservatory of Milan, is an ardent Fascist and can date his support of the Fascist cause back to the days before Mussolini's march to power.



Joseph A. Lyons.  
(Wide World.)



Italo Montemezzi.  
(Wide World.)

## By OMAR HITE

### PRESIDENTIAL TROUBADOUR

**T**HOMAS F. CORCORAN, who has been in the thick of the shooting at the lobby inquiry by the House Rules Committee, has been a member of the "brain trust" almost since its inception, but managed until recently to avoid the headlines. He is 40, a New Englander, a 1921 graduate of the Harvard Law School, one of Professor Felix Frankfurter's pupils, once served as secretary to Justice Oliver Wendell Holmes, and for several years practiced law in New York.

Socially gifted, an excellent ballad singer and able to accompany himself on piano or accordion, he has been much in demand at intimate White House gatherings. However, President Roosevelt appreciates his intellectual as well as his social talents and he was one of the authors of the Securities Exchange Act, while holding the official position of counsel to the Reconstruction Finance Corporation. Recently he has been working in the President's secretariat and it was while doing contact work with Congress on the Holding Company Bill that he ran into the storm over the Passamaquoddy project.

Mr. Corcoran is very much the social-economic crusader, flaming in his beliefs and almost ascetic in his appetites. He has prospered by avoiding the glare of publicity, and it is doubtless with sincere regret that he finds himself a Page One character.



Thomas F. Corcoran.  
(Wide World.)

### THIRD-PARTY CAMPAIGNER

**R**EPRESENTATIVE THOMAS R. AMLIE of Wisconsin, who was selected at the Chicago parley to be chairman of the American Commonwealth Political Federation in arranging a national convention this Fall to launch a third party based on the principle of production for use, has been working for years to bring about a new political alignment. He declares that the New Deal is dead, that its failure has proved it is impossible to establish an "enlightened capitalism," and that a fundamental revision of the present social and economic order is essential.

Mr. Amlie is a product of the La Follette school of politics, 38 years old, hard working, an excellent organizer and an effective speaker. Born in North Dakota, he attended the University of North Dakota for a time, later was a student at Minnesota and obtained his law degree at Wisconsin in 1923. Wisconsin suited him and he became a lawyer with the State Department of Markets for a few months before going into practice at Beloit, from which he moved to Elkhorn in 1927. He was elected to Congress in 1931 as a Republican to fill the vacancy caused by the death of Harry A. Cooper, lost out in the Republican primaries of 1932 and was returned to the House last Fall as a Progressive.



Thomas R. Amlie.  
(Associated Press.)

## HOPEFUL IOWA REPUBLICAN

**S**ENATOR LESTER J. DICKINSON of Iowa, big, silver haired, handsome enough to be an ornament to the White House, enters no objections when his name is mentioned for the Republican Presidential nomination for 1936, as frequently happens.

Out in the Corn Belt he sometimes is called "Hell Raising Dick," as a result of his quoting in campaign circulars a tribute from Nicholas Longworth that he was "a hell raiser for agriculture." With the party needing to recapture the Western farm vote, it's no liability just now. During his six terms in the House Mr. Dickinson was a farm bloc leader and campaigned vigorously for the McNary-Haugen form of farm relief.

The Roosevelt remedies for agriculture's ills evoke only scorn from him, though he did bring himself to vote for the AAA bill after trying to amend it beyond recognition. That is the only New Deal measure he supported, for of all Republican Senators he is the one most hostile to the Roosevelt program.

Thus far his hour of greatest glory has been as keynoter of the Republican convention of 1932, when he lauded the achievements of the Hoover régime. Before 1928 he had delighted in verbal attacks on Hoover and in the 1928 convention he was active in the stop-Hoover forces, but he is not obstinate and after the election was an ardent administration man.

The Senator was born in Iowa in 1873, the descendant of a Nathaniel Dickinson who settled in Massachusetts in 1630. He was graduated from Cornell College in Iowa in 1898, took his law degree at the State University the next year and at once began small-town law practice. He was elected to Congress in 1918 and served in the House until his promotion to the Senate in the 1930 election.

### TRAVELING SALESMAN FOR PEACE

**T**HE name of Joseph A. C. Avenol, Secretary General of the League of Nations, has appeared frequently in the despatches dealing with the efforts to avert an Italian-Ethiopian war. M. Avenol, 55, bald, wealthy, a Frenchman, might be called the world's chief traveling salesman for peace, since he is constantly traveling around to European capitals trying to solve some quarrel or other. He seldom is quoted, makes few speeches, is exceedingly discreet, and just how much he accomplishes only diplomatic insiders can tell.

He has been with the League since 1923, first as Deputy General and since the retirement of Sir Eric Drummond in 1933 as Secretary General. His election came by a vote of 42 to 1 in the League Assembly.

M. Avenol began his public career in 1905 as a member of the French Finance Department and during the World War was engaged upon a financial mission to London. In 1919 he held a place on the Supreme Economic Council.



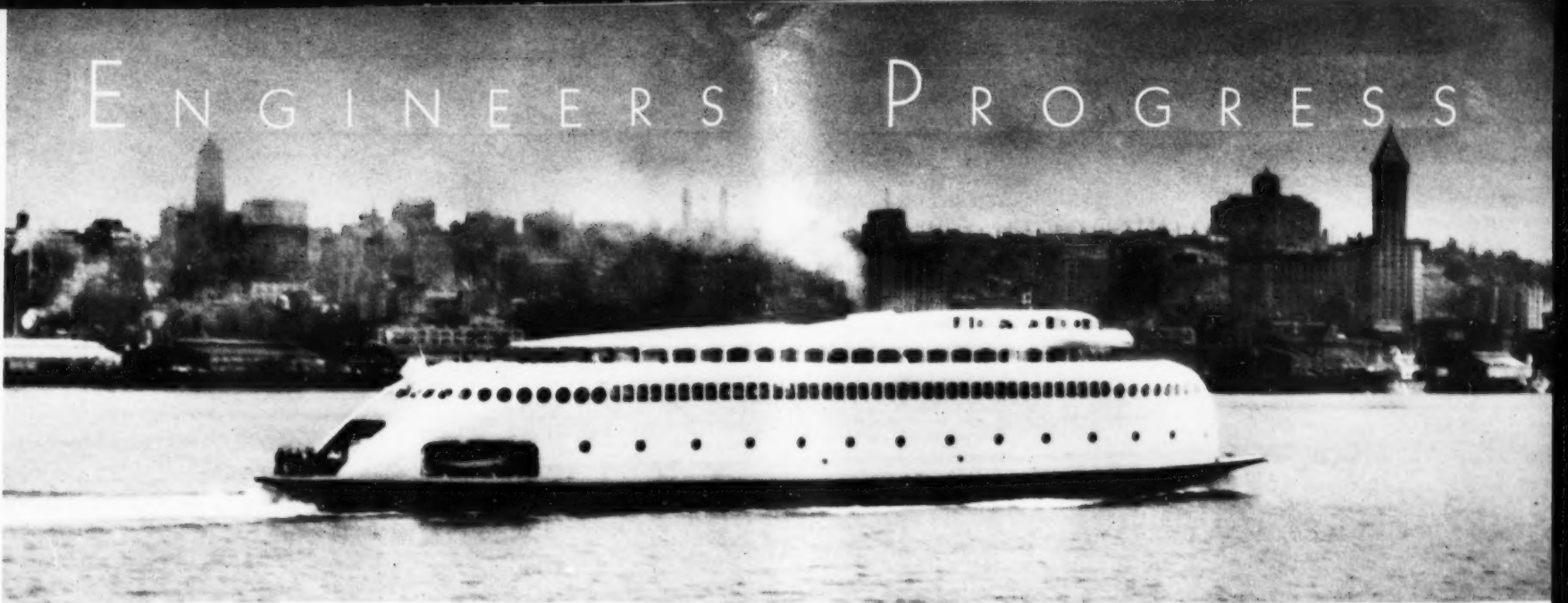
L. J. Dickinson.  
(Wide World.)



Joseph Avenol.  
(Wide World.)

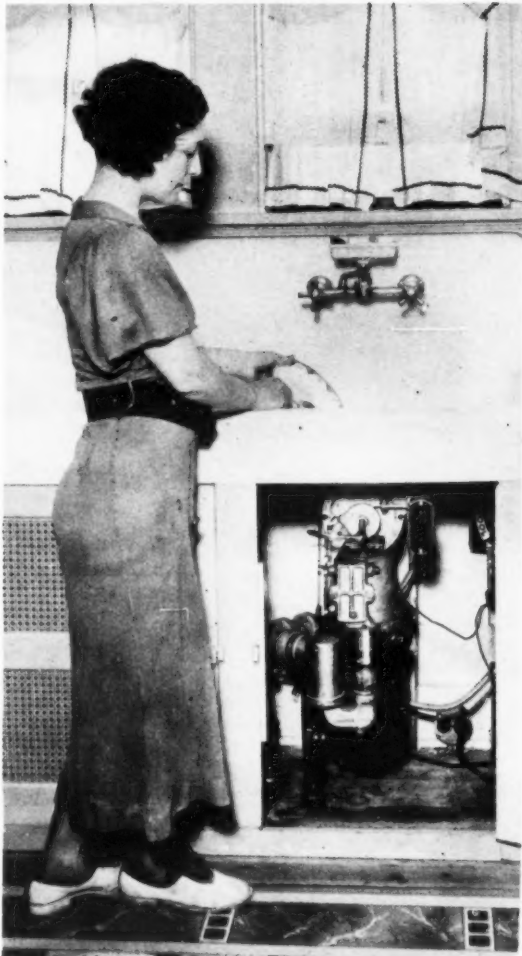


# ENGINEERS' PROGRESS



**EVEN THE FERRYBOAT ADOPTS STREAMLINE FASHIONS: THE FLYING BIRD,** an All-Metal Vessel of Modernistic Design, Speeding Through Elliotts Bay on a Trial Run Before Going Into Service Between Seattle and Bremerton, Wash.

(Times Wide World Photos, Seattle Bureau.)



**FAREWELL TO THE GARBAGE CAN: AN ELECTRICAL DISPOSAL PLANT,**

Developed by General Electric Engineers, in Service in the Home of Morris Cohn, Sanitary Engineer of the City of Schenectady, N.Y. It Grinds Kitchen Waste Into Such Tiny Particles That It Can Be Disposed Of Through the Drain Pipe Into the Sewer System.

(Times Wide World Photos.)



**A NEW MOTION PICTURE LIGHTOMETER: VINCENT DE YBARRONDO,**

Los Angeles Inventor, With His Heat-Radiation Device, Which Is Especially Adapted to Test Exposed Film to Determine the Amount of Development Needed.

(Times Wide World Photos, Los Angeles Bureau.)



**ELECTRICITY FROM THE BREEZES: A WIND POWER STATION,**

Heralded as the First of Its Kind in the World, Erected at Duisburg, Westphalia, Germany, for Experimental Purposes and Designed to Generate 70 Horsepower. The Wind Wheel, Modeled on Airplane Lines, Is Seventy-five Feet in Diameter.

(Times Wide World Photos, Berlin Bureau.)



**SCIENTIFIC DIVINING ROD: RADIUM FINDING EQUIPMENT,**

Which Is in Demand by Hospitals for Locating the Precious Substance in Waste Piles, Being Demonstrated at the National Physical Laboratories in London. In the Presence of Radium the Detector Gives Out a Distinctive Sound Which May Be Heard Through Ear Phones.

(Times Wide World Photos.)





# EASTERN FLOODS

A CENTRE OF DEVASTATION IN THE FLOODS WHICH COST MORE THAN FIFTY LIVES IN NEW YORK AND PENNSYLVANIA:

AERIAL VIEW OF HORNELL, N. Y.,

Showing Much of the Town Covered With Four Feet or More of Water as Dozens of Creeks and Rivers Overflowed Their Banks in a Big Area Because of Rainfall of Near-Cloudburst Proportions. Property Losses in New York State Were Estimated as High as \$25,000,000.

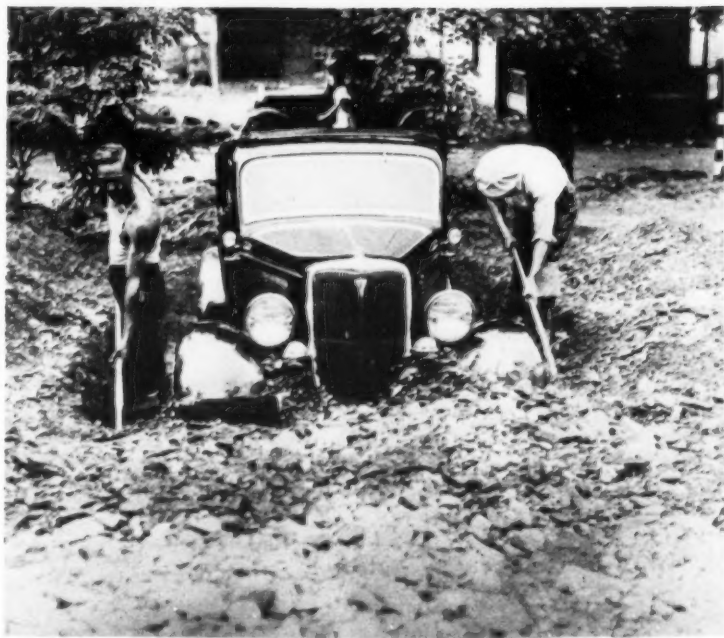
(Associated Press.)

TONS OF SILT AND STONE  
DEPOSITED ON A FRONT LAWN:  
TWO RESIDENTS OF HAMMONDS-

PORT, N. Y.,

Digging Their Car Out of the Thick Layer of Débris Which Was Carried Around It, Striking Evidence of the Tremendous Force of the Flood.

(Times Wide World Photos.)



PART OF  
PENNSYLVANIA'S  
SHARE OF FLOOD  
DAMAGE: A  
VIEW OF THE  
INUNDATED  
AREA

Around Perkiomen, Pa., as the Flood Crest Moved Into the State From Across the New York Line.

(Times Wide World Photos.)

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## Scenes of Destruction in Up-State New York

LOSSES RUNNING HIGH INTO THE MILLIONS ARE INFLICTED AS UP-STATE NEW YORK'S RIVERS SWELL INTO INLAND SEAS: AN AERIAL VIEW OF BINGHAMTON, Showing a Section of the City Flooded Following Torrential Rainfall Which Broke Many Dams, Swept Out Scores of Railroad and Highway Bridges, and Destroyed Crops Over a Wide Area.  
(International.)



STEEL AND CONCRETE BADLY BATTERED BY THE RAGING WATERS: A BRIDGE Over a Creek Near Auriesville, N. Y., Broken by the Flood. About 100 Highway Bridges Were Washed Out in the State.  
(Times Wide World Photos.)



RAILWAY TRAFFIC PARALYZED OVER A WIDE AREA: A SCENE NEAR RANDALL, N. Y., Showing Tracks Undermined and Littered With Driftwood Left as the Waters Receded.  
(Times Wide World Photos.)

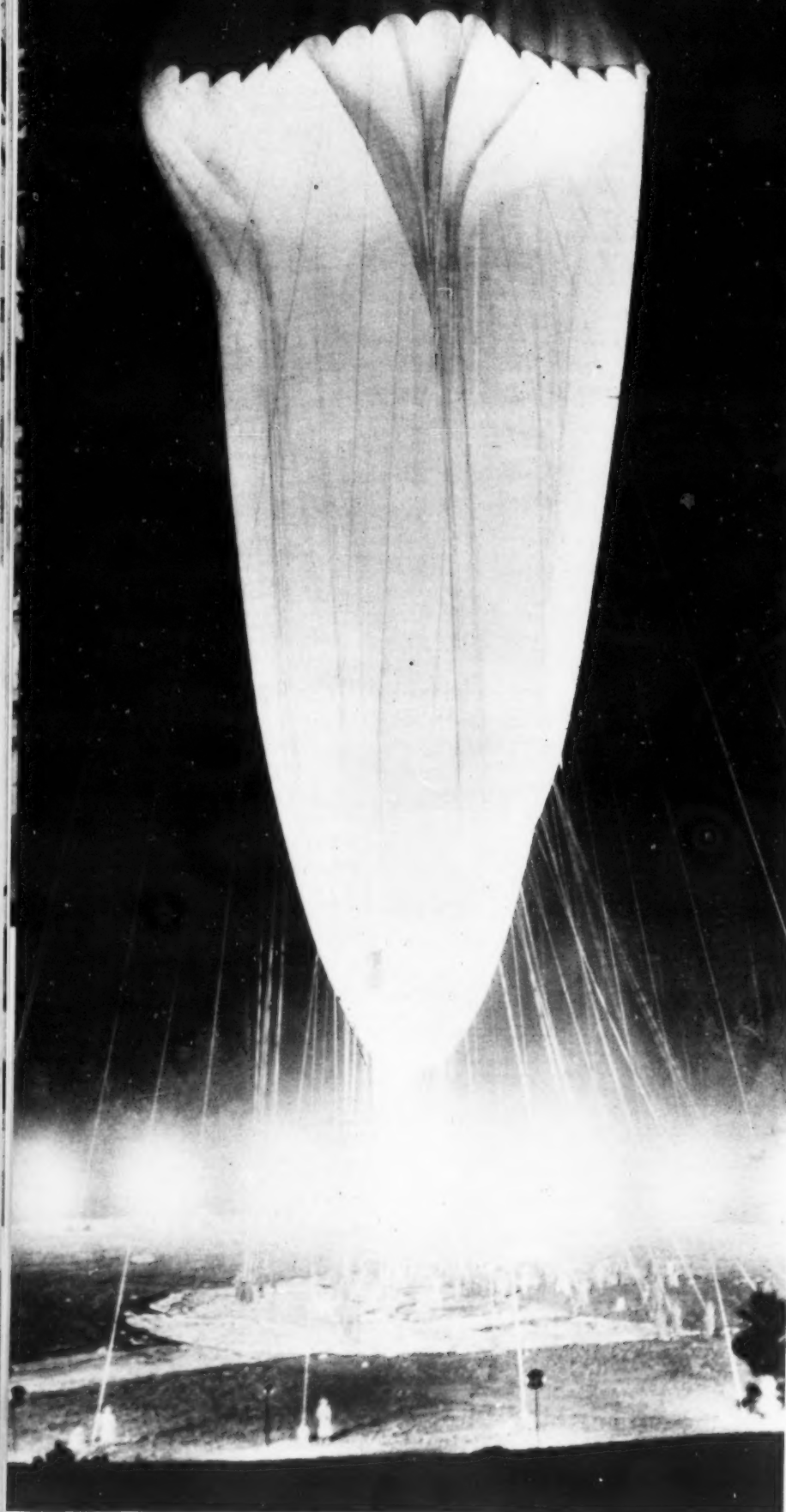
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# The Stratosphere Balloon Collapse

**F**IFTY THOUSAND persons gathered at vantage points around the deep natural bowl in the Black Hills of South Dakota witnessed the sudden collapse of the huge balloon, the largest ever constructed, in which Captain Albert W. Stevens, commander and scientific observer, and Captain Orville A. Anderson, pilot, were to make their long-awaited flight into the stratosphere.

The Explorer II had received its full quota of the helium that was to carry it into the upper air and the preparations were nearly complete. Suddenly the balloon, towering up 300 feet above the brightly illuminated field, broke open at the top, sagged and then dropped swiftly as the gas escaped. Its folds enveloped and endangered many of the 300 members of the National Geographic Society-Army Air Corps expedition, but fortunately all escaped injury.

A study of the causes of the collapse was started at once, but close examination of the torn fabric failed to bring any decisive revelation. Preparations were made to ship the wreckage of the big bag back to the Goodyear plant in Akron, Ohio, and, if it can be repaired or a new bag constructed in time, there remains the possibility that another flight will be attempted this year.



A STUDY OF THE CAUSES OF THE DISASTER: SOLDIERS of the Stratosphere Expedition Holding Up the Fabric of the Balloon So That Technical Experts Can Get Inside to Examine the Tears.  
(Associated Press.)

**STRATOSPHERE FLIGHT PREPARATIONS WHICH WERE SUDDENLY INTERRUPTED:**

**THE EXPLORER II,** the Largest Balloon Ever Built, As It Appeared After Being Inflated in the Big Natural Bowl Near Rapid City, S. D., and Just a Minute Before Its Top Ripped Open and the Acres of Canvas Collapsed.  
(Times Wide World Photos.)

**NO LONGER A BALLOON BUT MERELY ACRES OF CRUMPLED CANVAS: A VIEW OF THE EXPLORER II**

After the Gas Had Escaped and the Fabric Had Settled to the Ground.

(Times Wide World Photos.)



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# The Wimbledon Finals



ONCE MORE A WORLD BEATER: MRS. HELEN WILLS MOODY in Action in Capturing the Wimbledon Title for the Seventh Time by Defeating Miss Helen Jacobs in the Final.  
(Times Wide World Photos, London Bureau.)



THE WIMBLEDON CHAMPION BEGINS TO SPEED UP: FRED PERRY Putting On the Pressure in His Final Match Against Baron von Cramm.

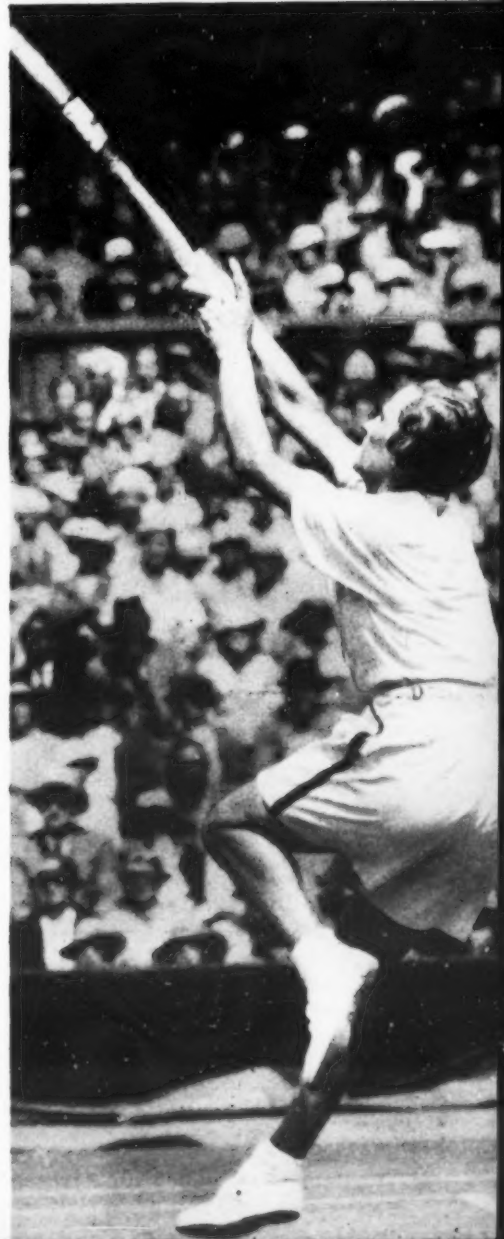


CONGRATULATIONS FOR THE WINNER OF THE MEN'S SINGLES TITLE: FRED PERRY

Shaking Hands With Baron Gottfried von Cramm of Germany After Successfully Defending His Wimbledon Championship.

GERMANY'S TENNIS STAR IN WIMBLEDON ACTION: BARON GOTTFRIED VON CRAMM Playing Against Perry, Who Was Victor in Three Straight Sets.

SHE CAME WITHIN ONE POINT OF WINNING THE TITLE: MISS HELEN JACOBS in Play Against Mrs. Moody in the All-American Final on the Wimbledon Centre Court.  
(Times Wide World Photos, London Bureau.)



# SMILING THROUGH

**LETTER From Dentist**—"Dear Madam: Unless the denture you had from me is paid for without delay, I shall be obliged to insert the following advertisement in the local paper: 'Excellent set of false teeth for sale. To be seen at any time at Mrs. Smith's, 5 Dettone Terrace.'" The teeth were paid for the same day.—*Pearson's*.

**Judge**—"You cannot withdraw your plea of 'guilty' after the hearing of your case."

**Accused**—"But my counsel's final speech has convinced me that I am innocent."—*Stray Stories*.

"And so she's a doctor of philosophy and knows six languages. With such a wife you should never be bored."

"No, but I can't help wishing she could cook."—*Gringoire (Paris)*.

"Will you help a street cleaner who has nothing to do, sir?"

"Sure, I'll be glad to throw something your way."—*Border Cities Star*.

**Hank**—"Going on a motor vacation this Summer?"

**Frank**—"No. I'm going to take a Scotchman's vacation—stay at home and let my mind wander."—*Chelsea Record*.

**Mrs. A.**—"My husband has no idea what I go through when he snores."

**Mrs. B.**—"Mine never misses his small change either."—*Vancouver Province*.

**Keezer**—"Does the income tax hit you?"

**Geezer**—"Yes, and in a very sore spot. I don't have to pay any."—*Pathfinder*.

"Mamma, what becomes of a car when it gets too old to run?"

"Somebody sells it to your father!"—*Toronto Globe*.

**Wife**—"Where do you want to spend the holidays?"

**Husband**—"I haven't thought about it. What have we decided?"—*Montreal Gazette*.

**Wife**—"Isn't it wonderful how the waves keep rolling in, darling?"

**Husband**—"Yes, they remind me of the household bills at home, dear."—*Hudson Star*.

**Host**—"What do you think of the Mexican imbroglio?"

**Guest**—"Well, I confess I like our plain old-fashioned fruits best."—*Strays*.

Two Scots were having a drink in a bar. Said one seriously: "What's yer great ambition, Jock? Is there any one thing in the world you'd like better than another?"

"No," said Jock, hopefully, "another would just suit me fine."—*Boston Transcript*.



**WHAT A WALT DISNEY CHARACTER THIS ANIMAL WOULD MAKE: A SOUTH AMERICAN ANT-EATER,** With a Long and Flexible Nose That Ought to Be Good for All Sorts of Tricks, Making Its Debut at the Detroit Zoo. (Times Wide World Photos, Detroit Bureau.)

## Senator Soaper Says:

Hollywood looks for a new boom with the introduction of color to its films. The aim is to get the red out of the bookkeeping and into the ingenue's blush.

A bather in scant attire appeared at a collector's office in Lynn, Mass., to settle a tax. It is neat sarcasm, but what does it get you?

A correspondence course in taming lions is now available. One stares them fearlessly in the eye until the postman comes.

The girls of Soviet Russia are being taught to make parachute jumps. We don't know why, unless it is that 1936 is a leap year.

One never knows where or when one will be stranded. It might be useful to remember that the Welsh for dole is "cydnabyddiath."

The pentathlon is a combination of five athletic events, as in the case of unfolding a deck chair.

Australia rears a memorial to a caterpillar that rid the bush country of the prickly pear. America's taxpaying worm may yet appear in bronze.

Hollywood wonders what to do with "Anthony Adverse." A thought is to have Eugene O'Neill condense it to an eight-hour play and boil down the play.

You could say this for the much-maligned parole boards and their judgment of criminals: They are turning out some wonderful career men.

Judges of track form expect Japan to do well in the '36 Olympics. Going over the Great Wall of China is marvelous practice for a low hurdler.

Washington is now perplexed over a new class in the population—those too young to buckle down to jobs and yet too old to be thrown out of beer gardens.

An Ann Arbor criminologist finds the lie detector is wrong about 50 per cent of the time. But doesn't a lot depend on which one you marry?

An Oklahoma oil firm will employ no one who has been on a relief roll. Maybe Lindbergh didn't invent that mechanical heart a minute too soon.

## Odds and Eddies

Some are excited about sharing the wealth and others about whether there is going to be any left to share.—*Dallas News*.

As scarcely any one is being born in log cabins any more, the big jump would be from Welfare List to the White House.—*Detroit News*.

### BEACH STYLE HINT.

Once more upon the sandy beach  
Does bathing girl apparel  
Suggest that, in some cases, 'twould  
Be far more fitting if she should  
Be costumed in a barrel.

—*Philadelphia Bulletin*.

Quite a few folks who listen attentively to promises of a more abundant life are kind of hoping, we fancy, that it's a slip of the tongue for more abundant loaf.—*Boston Herald*.

Men weren't greater in the old days. They just seemed that way because they weren't quoted by the press.—*Columbia State*.

### HOLD-UPS.

Since hoarding is forbidden,  
We ask in discontent  
Where is the money hidden  
That faithfully we spent.  
It seems like an illusion  
That sadly we recall.  
Perhaps in the confusion  
The crime wave got it all!

—*Washington Star*.

It is easy to remain friends. Just don't get interested in the same woman or the same dollar.—*Cincinnati Enquirer*.

In a sense children never change. They always are at the age when they cause you the most worry.—*Los Angeles Times*.

Don't tell your neighbor how to live; that aggravates him. Show him by personal example.—*St. Louis Globe-Democrat*.

**LAMENT FOR LAST SUMMER.**  
The very thought of last year's heat  
Would make the strongest spirit  
quake;

But I'll say this in its behalf:

The salt was dry enough to shake.  
—*Kansas City Star*.

In spite of ups and downs, the umbrella factories are still preparing for a rainy day.—*Philadelphia Bulletin*.

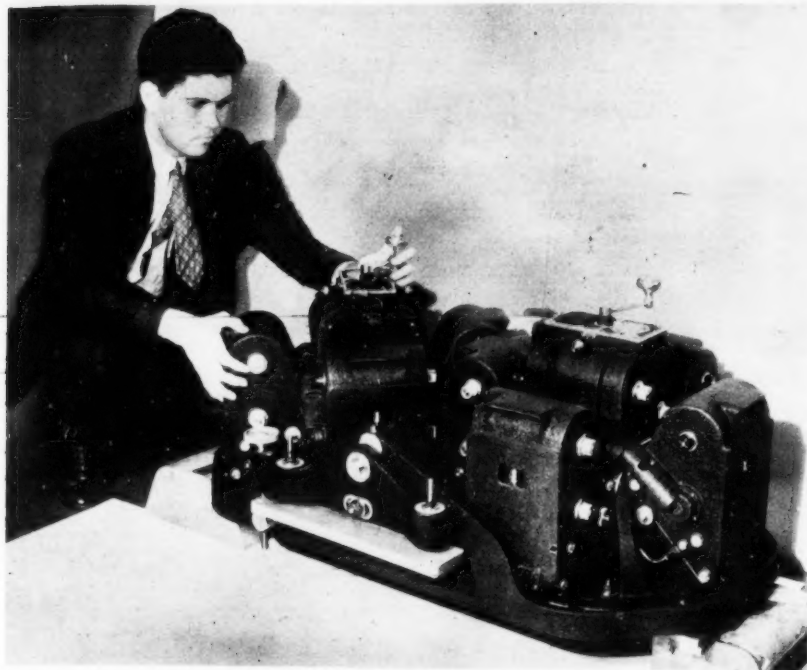
Statesmen are bothered with many problems, most of which wouldn't exist if there were no statesmen.—*Atlantic City Press*.

### MATURE CONCLUSION.

Early to bed and early to rise  
Is purty tame livin' for most of us  
guys.—*Indianapolis News*.



# SCIENCE and INVENTION



CAPABLE OF MAPPING AN AREA OF 760 SQUARE MILES IN A SINGLE OPERATION AT 30,000 FEET ALOFT: THE FAIRCHILD COMPOUND TEN-LENS CAMERA, Operated Electrically by a Master Switch, Which Is to Be Used in an Aerial Photographic Survey of Central New Mexico for the Soil Conservation Service. (Times Wide World Photos.)



STRONGER THAN TNT BUT AS SAFE TO HANDLE AS SUGAR OR SALT: NITRAMON, a New Blasting Agent of Tremendous Force, Is Subjected to Hammer Blows in a Demonstration at the March of Chemistry Exhibit in Chicago. It Also Can Stand the Flame of a Blow Torch or the Impact of a High-Powered Rifle Bullet Without Exploding. (Times Wide World Photos, Chicago Bureau.)



AMATEUR CONTRIBUTIONS TO AIRPLANE DESIGN: COMPETITORS in a Miniature Plane Tournament Held on the Grounds of La Folie at Nanterre, France, Displaying Their Models Before Sending Them Aloft. (Times Wide World Photos, Paris Bureau.)

THREE MAN-POWER TRANSPORTATION: A NOVEL VEHICLE, Nameless as Yet, Making Its Début in the Streets of Berlin With Three Pairs of Legs as the Motive Power. If All of the Crew Work Faithfully It Can Attain a Speed of Better Than Twenty Miles an Hour. (Times Wide World Photos, Berlin Bureau.)



THE ROCKING CHAIR COMES BACK: A SPRING CHAIR, of Design Quite Unlike That in Which Grandmother Used to Delight, on Display in the American Furniture Mart in Chicago and Labeled as Fashionable. It Provides a Gliding Motion. (Associated Press.)



**A FAMOUS PRO  
TAKES OVER THE  
CLASS IN DRIVING:  
HARRY COOPER**  
Showing His Pupils  
How to Grip the Club  
in the Six Weeks' Free  
Public School for  
Golfers Now Being  
Conducted on the  
Chicago Municipal  
Courses. Among the  
Other Pros in the  
Faculty Are Tommy  
Armour, Horton Smith  
and Denny Shute.  
(Times Wide World  
Photos,  
Chicago Bureau.)

## Outdoor Activities



**FISHING EXCURSION: A BATHING GIRL**  
on the South Coast of England Utilizes a Novel Float for an  
Experiment in Angling.  
(Times Wide World Photos.)

**THE LONE AMERICAN ENTRANT IN THE  
SPRECKELS TROPHY RACE ON THE  
SEINE: R. STANLEY DOLLAR JR.,**  
Son of the Steamship Man, in His White  
Speedster, Which Set a Fast Pace at the Start  
of the International Competition but Was  
Forced to Retire Because of Broken Gasoline  
Tanks.  
(Times Wide World Photos.)

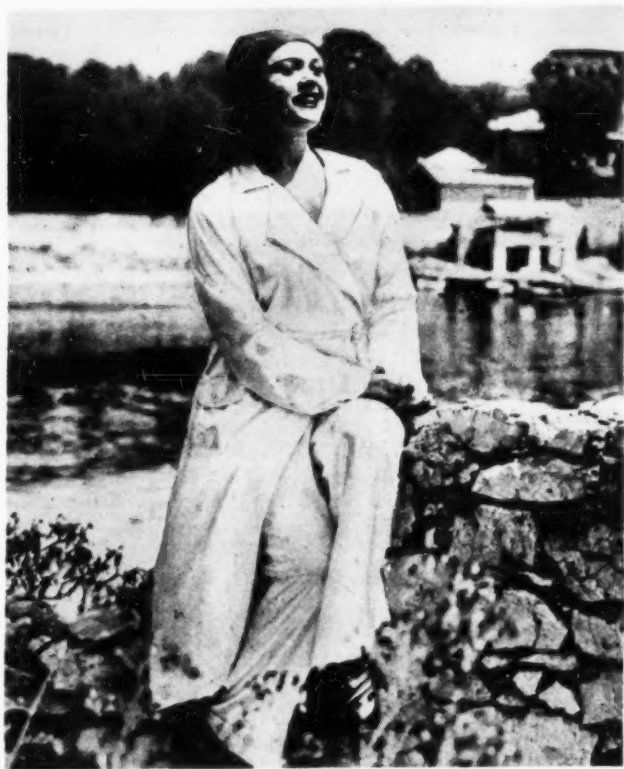


**ONE WAY OF  
DODGING THE  
ANTI-DOG  
REGULA-  
TIONS: THREE-  
YEAR-OLD  
LEONORE HESS**  
Takes Her Pet  
for a Ride on the  
Atlantic City  
Boardwalk and  
Thus Avoids  
Conflict With the  
Ordinance  
Against Walking  
Dogs There.  
(A. C. Photo  
Service.)





# Celebrities All



**A CELEBRITY OF THE FILM WORLD ENJOYS A HOLIDAY:** POLA NEGRI Seated on the Wall of Her Garden at Cap Ferrat on the Cote D'Azur. (Times Wide World Photos, Paris Bureau.)



**AN ENGLISH GOLF STAR APPEARS IN AN EXHIBITION MATCH IN CHICAGO:** MISS JOYCE WETHERED Teamed With Horton Smith (Right), Gene Sarazen and Babe Didrikson, Whom They Defeated Under California Foursome Rules on the Links of the Oak Park Country Club. (Associated Press.)



**A DISCUSSION OF THE PROBLEMS OF ARMS EXPORTS TO BELLIGERENTS: SECRETARY OF STATE CORDELL HULL** Talking Over the Bill to Regulate Shipments With Senators Hiram Johnson and Key Pittman at a Hearing by the Senate Foreign Relations Committee. (Times Wide World Photos, Washington Bureau.)



**BRITAIN'S DOMINIONS MINISTER RETURNS TO THE THROTTLE:** J. H. THOMAS Driving a Train Loaded With Steel Tubes While on a Visit to a New Steel Plant in England. (Times Wide World Photos.)

**THE COMMANDER OF THE UNITED STATES FLEET: ADMIRAL JOSEPH M. REEVES** Emerges From Below Decks on His Flagship, the Pennsylvania, While on a Visit to San Francisco Bay. (Associated Press.)



## The Flanders



ON THE BOARDWALK,  
OCEAN CITY, N. J.  
Modern—Fireproof.  
Perfectly appointed throughout.  
232 rooms with bath.  
3 OPEN-AIR CIRCULATING  
SEA WATER POOLS—(ONE  
FOR CHILDREN).  
Every Summer Sport.  
American plan. Moderate rates.  
J. Howard Slocum, Manager.

# A Home in the Sky

By Charlotte Hughes

**T**HIS penthouse atop a skyscraper apartment house on Riverside Drive in New York City is home to Dave Rubinoff, well-known violinist. It was decorated by Leon Maybrow in rich colors and fabrics, with an eye to spaciousness, despite the fact that the rooms are not large.

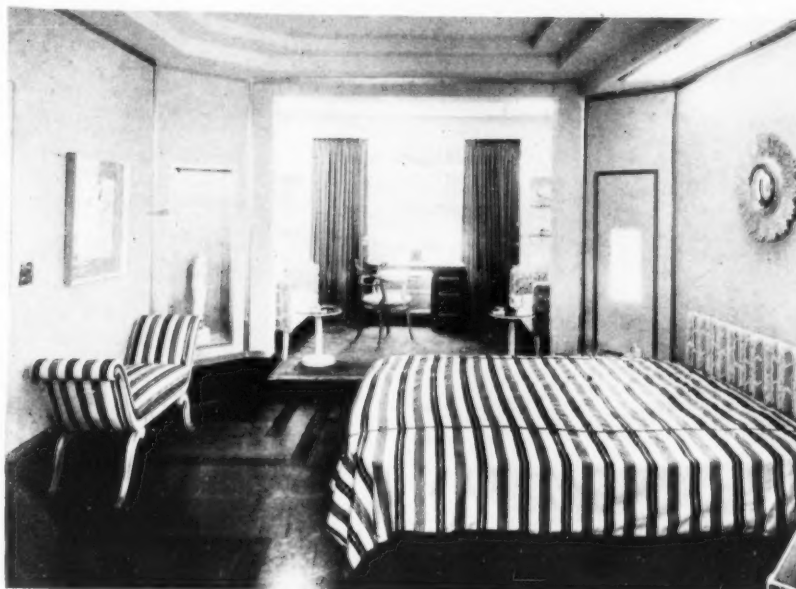
As Mr. Rubinoff is also a pianist, a special music wing with a piano is arranged off the main living room. There is indirect lighting throughout, and the note of novelty pervades the entire penthouse. Most of the fittings and furniture were specially constructed for Mr. Rubinoff, and their individuality is self-evident.



**THIS TERRACE LOOKS OUT ON THE HUDSON RIVER.** The White Chairs Are Covered With a Chemically Waterproofed Material. The Red of the Bricks Is Repeated in the Awning, Which Shades a Green Dais and Table. Petunias and Potted Evergreens Line the Outer Wall.



**COOL GREEN AND WHITE IS THE COLOR SCHEME** of Dave Rubinoff's Living Room. Facing the Fireplace Is a Settee Backed With White Wood. This Contains a Place for Books and for a Telephone. Sofa and Easy Chair Have Green Leather Sides and Sand-Color Plush Seats and Backs.



**POLISHED CORK IN LIGHT AND DARK SHADES** Is Used in the Bedroom Floor. The Walls Are Light Gray, and the Bedspread and Settee Are of Brown and Eggshell Satin. The Wallpaper Is Pale Green With a Silver Flower, and Beyond, in the Alcove, the Floor Is Green, and the Drapes Are Old-Rose Velvet.



**A MUSIC ALCOVE EQUIPPED WITH A PIANO OF MODERNISTIC DESIGN.** The Right-Angle Chairs Are Covered in a Gold Material, and the Drapes, Matching Curtains, Are of Sand-Colored Velvet. The Table Between the Chairs Is White With a Green Top.



# NEW FASHIONS



## THE GLEAMING AND MAT SURFACES OF SHELL PINK CREPE SATIN

Make a Formal Gown of Rare Beauty, Designed by Lucien Lelong. The Graceful Lines of the Skirt Are Accentuated by the Knotted Effect at the Back of the Waist. From Mary Walls.



## SOFT ALMOND-GREEN SATIN

Is Extremely Flattering to Sun-Tanned Skin. Here It Is Cut With a Deep V Décolletage and With the New Forward Movement in the Front Drapery of the Skirt. From Saks Fifth Avenue. The Luxurious Silver Fox Cape Is From Arnheimer, Inc. (Photos by New York Times Studios.)

## FOR EARLY AUTUMN

By WINIFRED SPEAR

**T**HERE are some extremely attractive new evening clothes being shown this week in the New York shops. These are designed especially for the woman who needs a dress for late Summer wear and yet who feels she must find a style that will be smart for Fall.

Satin is beginning its vogue early this year and comes in a great variety of finishes, ranging from shiny ciré to misty, créped effects. Glowing Renaissance colors are very much in evidence.

Dark laces, like the mahogany lace shown here, and black, navy and brown net fit easily into the between-season style picture.



## MAHOGANY-COLORED LACE

Is Fashioned Into a Low-Backed Gown Ideal for Autumn Dining. The Graceful Cape Is the New Length for Evening. From Sada Sacks.



## REGAL ERMINE IS WORKED INTO A CHARMING CAPE

With a Rippling Flare at the Back by Molyneux. It Is Lined With a White and Silver Silk Lamé. The Collar Forms a V at the Nape of the Neck. From Arnheimer, Inc.



## FOR OUTDOOR DINING.

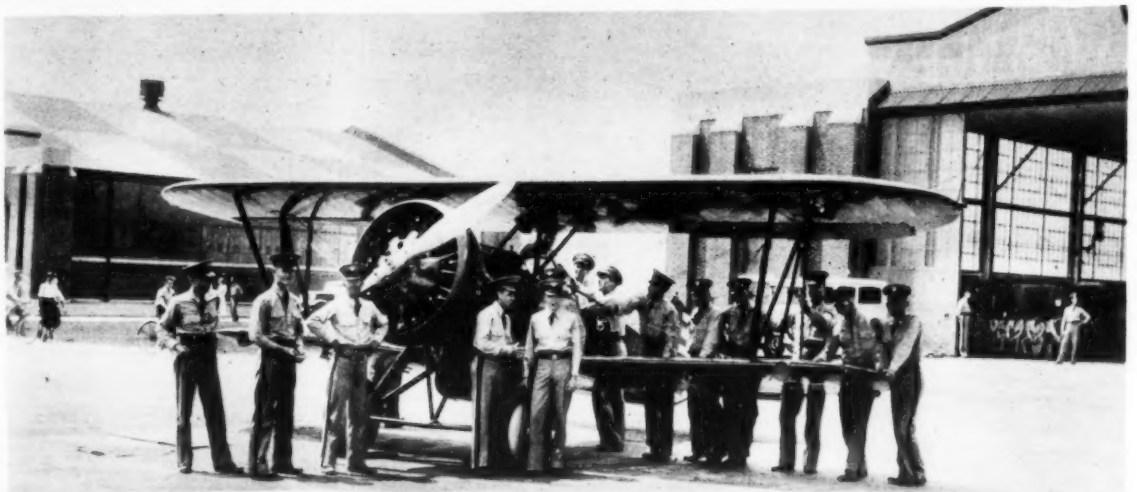
An Attractive Frock of Black Crêpe Is Made With a Yoke of Layers of Black Net in Effective Shadings Over White Net. A Wide Flange of Black Tulle Edges the Brim of the Black Velvet Hat. From Stein & Blaine.



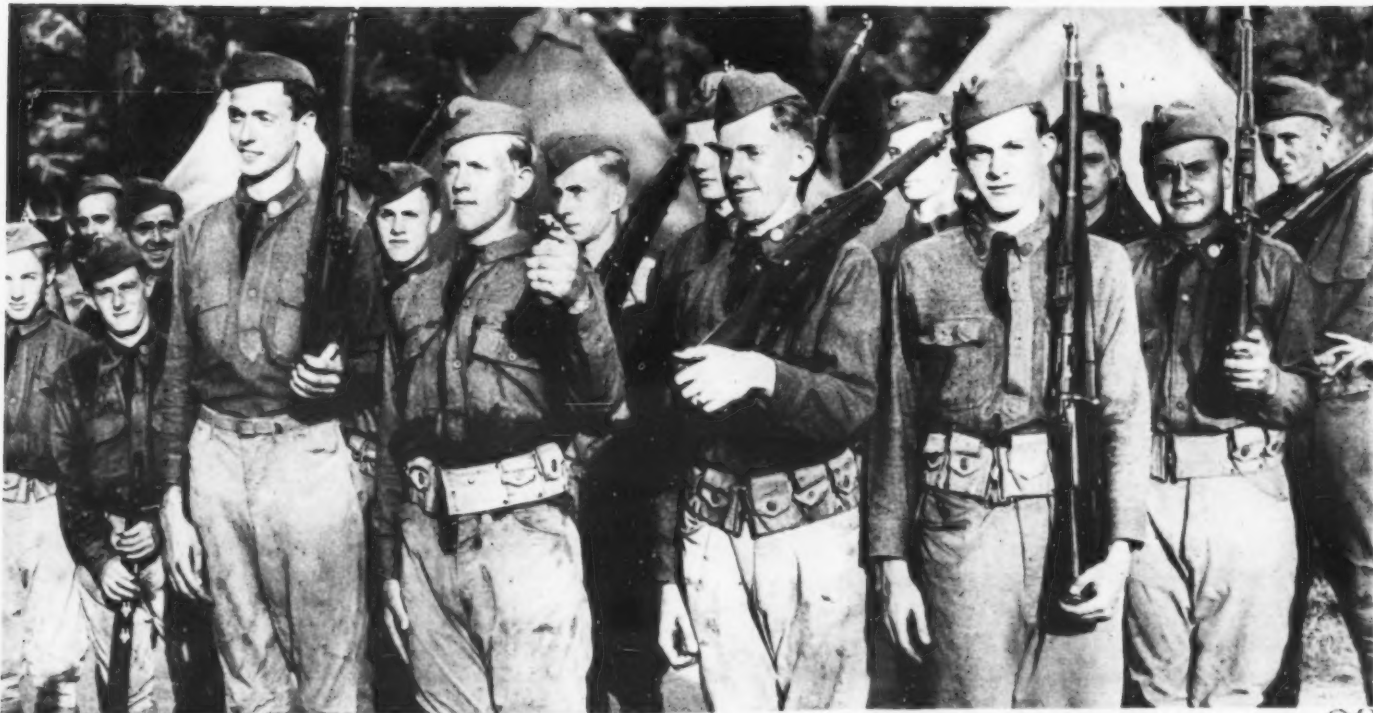
# SUMMER SOLDIERS



1,500 YOUTHS BEGIN THEIR COURSE IN A CITIZENS' MILITARY TRAINING CAMP IN NEW JERSEY: COMPANIES Drawn Up to Receive Their Flags at the Start of a Thirty-Day Period of Summer Instruction at Camp Dix, One of the Many Centres at Which Young Men Are Getting a Taste of Soldier Life.  
(Times Wide World Photos.)



AVIATION INSTRUCTION FOR FUTURE OFFICERS: A GROUP OF WEST POINT CADETS Learning About Airplanes at Mitchel Field, Long Island.



THE AWKWARD SQUAD, AND WELL NAMED: NEW YORK CITY RECRUITS Getting Their First Experience in Handling the Army Rifle at Plattsburg Barracks, Where the Citizens' Military Training Movement Had Its Most Famous Camp Twenty Years Ago.



# The Screen

## ' 'THE 39 STEPS' '

A Movie by the New Governor General of Canada

In the picture "The 39 Steps," a mystery melodrama of the activities of a spy ring operating in England and engaged in stealing secret documents from the Air Ministry, Gaumont British brings to the screen one novel of a small library written by the distinguished author and statesman, Colonel John Buchan, now Lord Tweedmuir, Governor General Designate of Canada.



(No. 1.) Richard Hannay (Robert Donat), a visitor from Canada, becomes involved in a London music hall riot, in which he meets a mysterious young woman (Lucie Mannheim), who later confesses she is a spy and betrays to him the dangerous secrets of the international organization with which she is associated.



(No. 2.) Hannay, suspected of the murder of the woman spy, escapes to the Highlands of Scotland and asks for shelter at a farmhouse. The farmer's wife (Peggy Ashcroft) sympathizes with the stranger, but her husband (John Laurie) plans to expose him.

(No. 3.) After eluding the police, Hannay goes in search of the head of the spy ring of whom he was informed in London. He recognizes in Professor Jordan (Godfrey Tearle) the man he is seeking. The professor admits his identity and attempts to murder Hannay to prevent his detection.



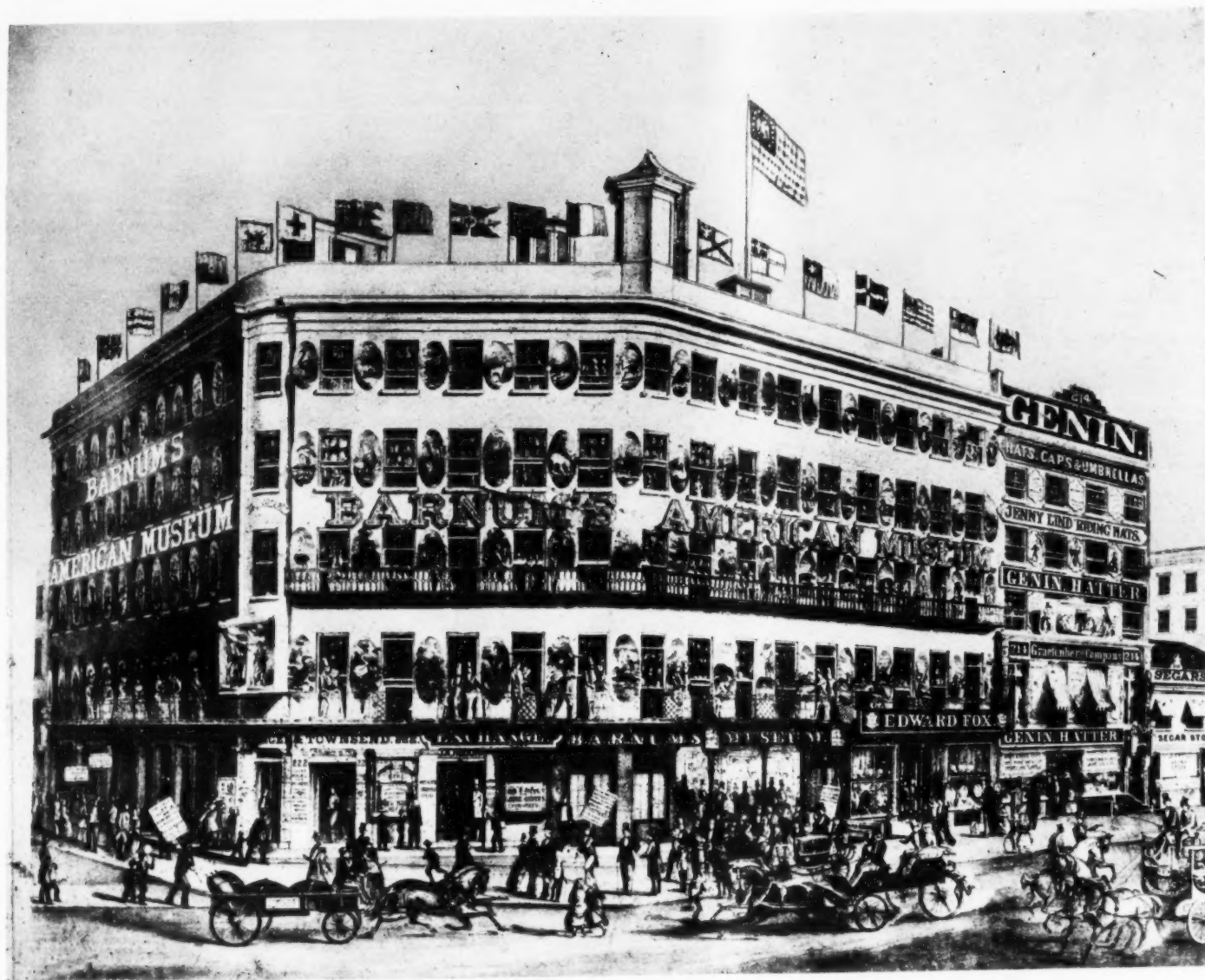
(No. 4.) Hannay, narrowly escaping death at the hands of Professor Jordan, gets into difficulties again when a beautiful girl, Pamela (Madeleine Carroll), who believes him to be a murderer, plays a lone hand against him and attempts to turn him over to the police.



(No. 5.) By an unexpected turn of events, Pamela learns of the spy ring's secrets and realizes that Hannay is innocent of the crime charged against him. Determined to save him, she plays a hunch and takes him to a music hall to which Professor Jordan has gone to watch the performance of "Mr. Memory," an actor who unknowingly plays an important part in the conspiracy.

# "LITTLE OLD NEW YORK

## Landmarks of the Nineteenth Century



PHINEAS T.  
BARNUM'S  
AMERICAN  
MUSEUM.

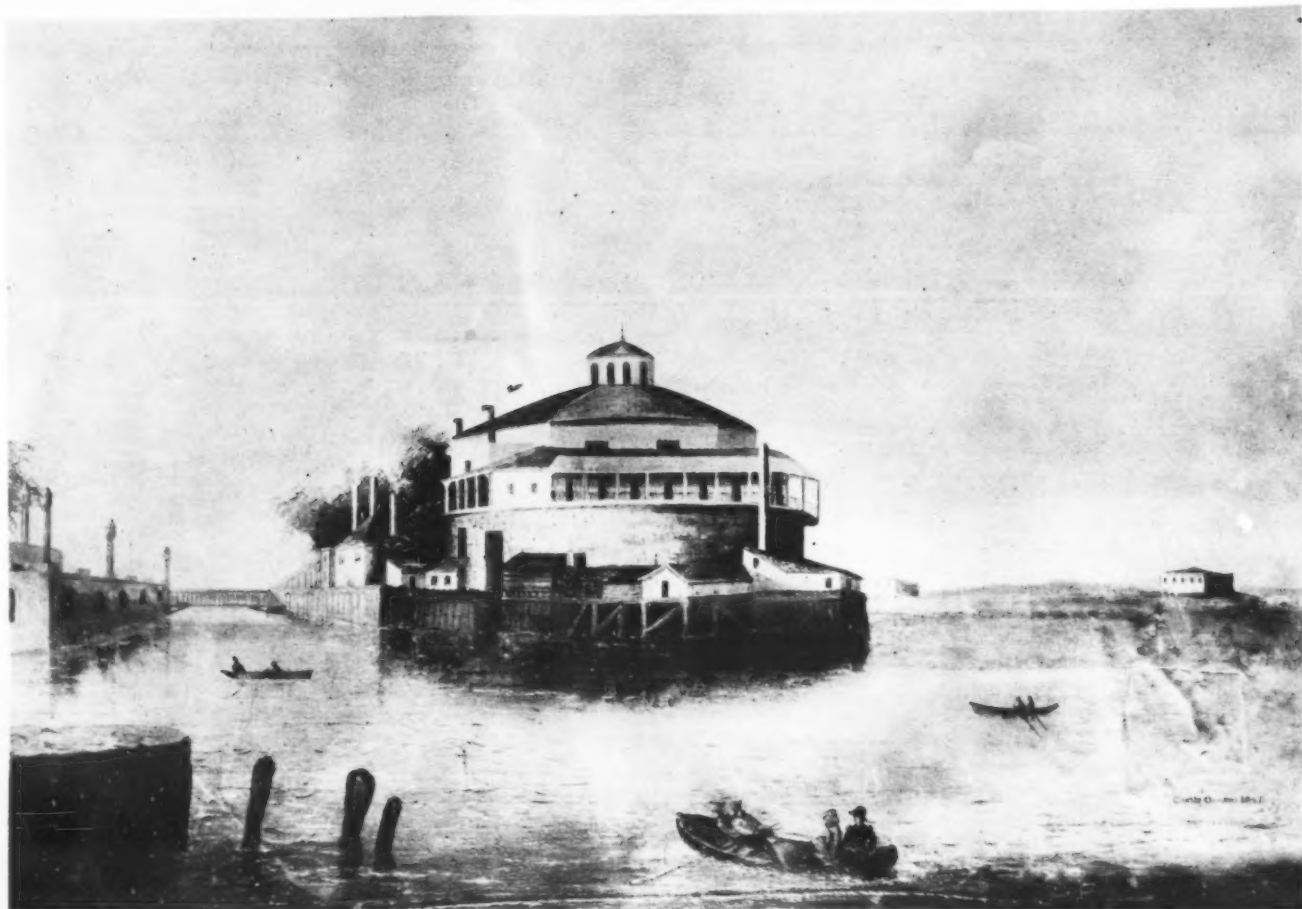
A rare lithograph showing the famous building, which was destroyed by fire in 1865, as it appeared on the southeast corner of Broadway and Ann Street in 1851. This and the painting shown on this page are included in the exhibition of Views of Early New York at the New York Historical Society displayed as a part of the first annual Summer Festival of the City of New York.

MANY interesting pictorial records of the growth and development of the world's largest metropolis are now available to New York's millions of residents and visitors in a series of exhibitions shown as part of the city's first annual Summer Festival program. The Summer Festival, now being held under the direction of the Municipal Art Committee, a group of 100 experts and patrons in art, music, drama and the dance, appointed by Mayor La Guardia, offers to the public a wide variety of cultural entertainment and stimulates a growing interest in community activity in the various fields of art.

### CASTLE GARDEN IN 1847.

Painting of the best-known place of entertainment in New York City in the first half of the nineteenth century. Castle Garden, now the New York Aquarium, was originally erected as a fort in 1807-1811 and named Castle Clinton in 1815 in honor of De Witt Clinton. Among the notables of the world received there were Lafayette, President Jackson, President Taylor, Jenny Lind and Louis Kossuth. Used as an immigrant station from 1853 to 1890, it was opened as the present aquarium in 1896.

(Photos Courtesy New York Historical Society.)







## Sports TOP NOTCHERS

THE NEW TRACK SENSATION AGAIN DEFEATS THE FAMOUS JESSE OWENS: EULACE PEACOCK of Temple University Beating Out the Ohio State Star by a Margin of Six Inches in the 100-Yard Dash in the All-Star Track and Field Meet in New York. Owens Took First Place in the Broad Jump, in Which Event Peacock Had Defeated Him in the National Championships.

(Times Wide World Photos.)



### THE BIG RIVALS AMONG SWIMMING STARS: JACK MEDICA

of Seattle, Who for a Long Time Had Things Pretty Much His Own Way, Poses in a Detroit Pool With Ralph Flanagan of Miami, Who Recently Has Come Up to Beat Medica in the Mile and Half-Mile Events. a

(Times Wide World Photos, Detroit Bureau.)



TWO WORLD'S HEAVYWEIGHT CHAMPIONS: JAMES J. BRADDOCK, Prize Ring Tops, Shaking Hands in New York With Danno O'Mahoney, Who Just Now Is the Possessor of the Wrestling Title.

(Times Wide World Photos.)



THEY SET A NEW WORLD'S RECORD IN THE 1,000-METER SWEDISH RELAY: THE NEW YORK ATHLETIC CLUB TEAM, Which Registered a Mark of 1:56.1 at the All-Star Meet for the Event, a Sprint Test in Which the Successive Legs Are 100, 200, 300 and 400 Meters. Left to Right Are: Willard Allen, John Kunitzky, Milton Flewellen and James McPoland.

(Times Wide World Photos.)

## Become an EXPERT PHOTOGRAPHER

Enjoy a career in this fascinating profession. Be independent. Have a steady income. Wonderful opportunities in COMMERCIAL, NEWS, PORTRAIT, ADVERTISING, and MOTION PICTURE Photography. Personal Attendance and Home Study courses.



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MID-WEEK PICTORIAL, Times Square, New York, N. Y. Send me full information about your spare-time plan.

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# Movies and Stage



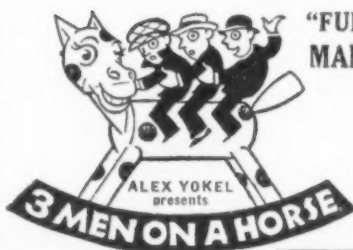
A LITTLE WATER AND MOVIE INGENUITY REPRODUCE THE CANALS OF VENICE: PRODUCTION SCENE in the Screen Musical, "Broadway Gondolier," Showing Members of the Stage Crew Standing Knee Deep in One of the Canals Constructed Expressly for the Picture on the Warner Brothers-First National Lot and Sound Technicians and Camera Men Setting Up Their Apparatus for a Recording. (Clifton L. Kling.)



BENAY VENUTA, in the Musical Revue, "Anything Goes," at the Alvin Theatre. (DeMirjian.)



FRANK MOULAN, as "Ko-Ko," in the Gilbert and Sullivan Comic Opera, "The Mikado," at the Adelphi Theatre. (White.)



"FUNNIEST AND GOOFIEST FARCE IN MANY MONTHS."— *Sobol, Journal*

"... A topsy-turvy comedy ... shrewd and jocular horseplay ... the laughs come in the right place." —ATKINSON, *Times*

PLAYHOUSE 48th St. E. of B'way. Evs. 8:45 Matinees Wednesday and Saturday 2:45—50c to \$2. Scientifically air-conditioned at 70 degrees. only legitimate theatre so equipped

## "BROADWAY GONDOLIER"

Warner Bros. New Hit With DICK POWELL-JOAN BLONDELL-ADOLPHE MENJOU It's got love Italiano — laffs Americana — songs for your piano! It's Got Everything!

**STRAND—25c**  
Beginning Wed. Night To 1 P. M.  
Midnite Shows. Weekdays

RADIO CITY

MUSIC HALL

SHOWPLACE OF THE NATION  
ROCKEFELLER CENTER

WEEK BEGINNING JULY 18th

**JANE WITHERS  
GINGER**

A Fox Picture  
ON THE STAGE • "A MIDSUMMER DIVERTISSEMENT" in six brilliant scenes.  
First Mezzanine seats may be reserved in advance—Phone COLUMBUS 5-6535

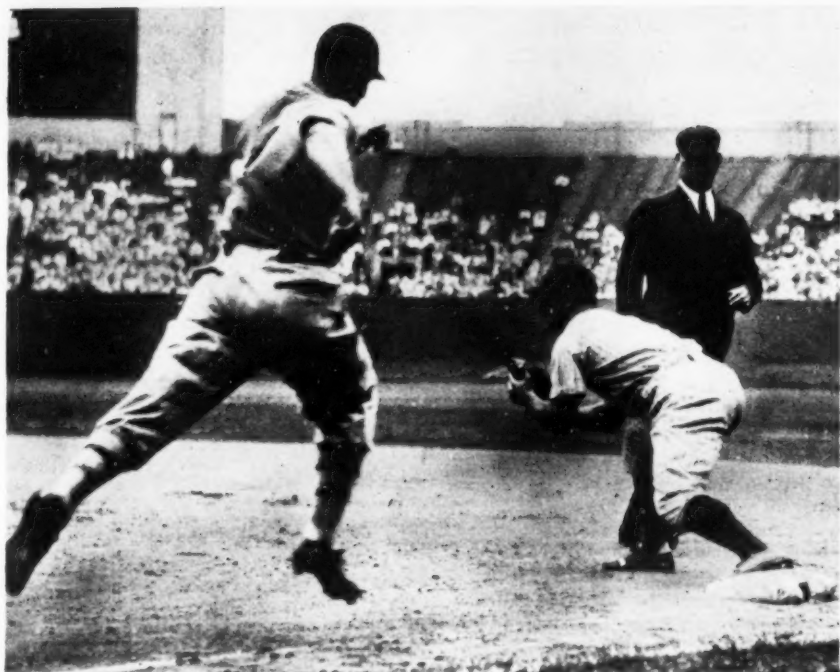
### RULES FOR MID-WEEK PICTORIAL AMATEUR PHOTOGRAPHIC COMPETITION.

Prize-winning pictures in the Amateur Photographic Competition are published in the last issue of each month. MID-WEEK PICTORIAL awards a first prize of \$15 for the best amateur photograph, \$10 for the second best photograph and \$3 for each of the other photographs accepted. Amateur photographs must be submitted by the actual photographer, they must carry return postage and should be addressed to the Amateur Photograph Editor, MID-WEEK PICTORIAL, 229 West Forty-third Street, New York, N. Y.



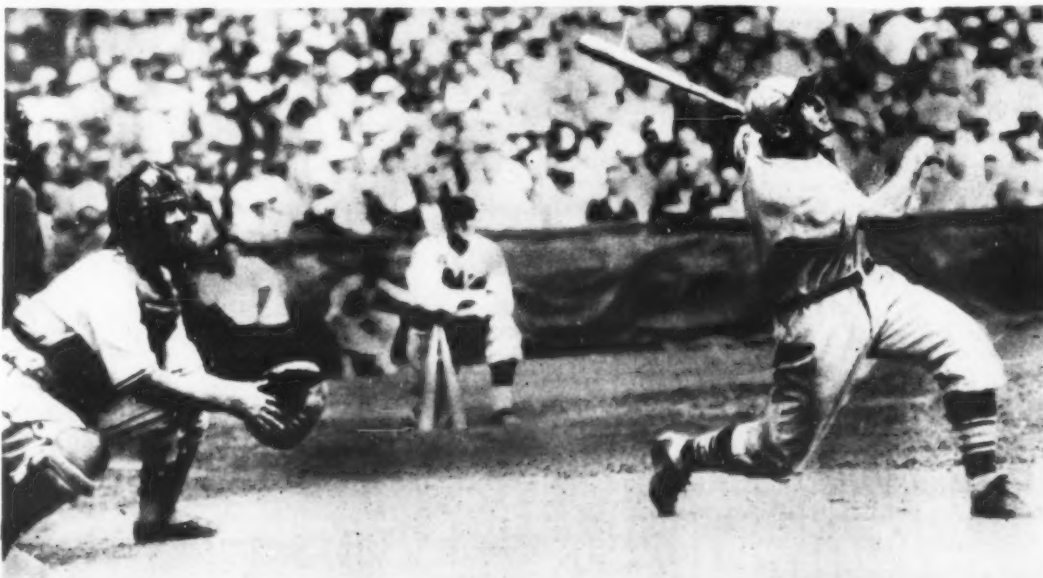


# ALL-STAR BASEBALL



**OUT BY A MILE  
AT FIRST: MEL  
OTT**  
of the Giants  
Goes Out on a  
Grounder to Cro-  
nin.

(Times Wide  
World Photos,  
Cleveland Bureau.)



**A PROMISING START FOR THE NATIONAL LEAGUERS: PEPPER MARTIN**  
of the Cardinals Hitting the First Pitch of the Day for a Looping Single to Left Field. However,  
His Team-Mates Were Able to Amass Only Three Hits in the Rest of the Game.  
(Associated Press.)

00027

**THE THIRD LARGEST CROWD IN BASEBALL HIS-  
TORY WATCHES THE AMERICAN LEAGUE ALL-  
STARS DEFEAT THEIR NATIONAL LEAGUE  
RIVALS: 70,000 FANS**

Gathered in the Municipal Stadium in Cleveland, Where  
Mickey Cochrane's Aggregation Defeated Frankie  
Frisch's Team by a Score of 4 to 1 to Make It Three  
Straight in the Annual Fixture for the Benefit of the  
Poor and Needy of the Baseball World. The Receipts  
Were \$93,692, a New High for All-Star Games.  
(Times Wide World Photos, Cleveland Bureau.)



**THERE WENT THE OLD BALL GAME: JIMMY  
FOXX**

of the Athletics, Who Played Third Base, Scoring on  
His Home Run, Which Also Brought in Lou Gehrig.  
It Came With Two Men Out and the Count Three and  
Two on Foxx.

(Times Wide World Photos.)



# How I Improved My Memory In One Evening

## The Amazing Experience of Victor Jones

"Of course, I place you! Mr. Addison Sims of Seattle.

"If I remember correctly—and I do remember correctly—Mr. Burroughs, the lumberman, introduced me to you at the luncheon of the Seattle Rotary Club three years ago in May. This is a pleasure indeed! I haven't laid eyes on you since that day. How is the grain business? How did that merger work out?"

The assurance of this speaker—in the crowded corridor of the St. Regis—compelled me to look at him, though it is not my habit to "listen in" even in a hotel lobby.

"He is David M. Roth, the most famous memory expert in the United States," said my friend Kennedy, answering my question before I could get it out. "He will show you a lot more wonderful things than that, before the evening is over."

And he did.

As we went into the banquet room the toastmaster was introducing a long line of the guests to Mr. Roth. I got in line and when it came my turn, Mr. Roth asked, "What are your initials, Mr. Jones, and your business connection and telephone number?" Why he asked this, I learned later, when he picked out from the crowd the 60 men he had met two hours before and called each by name without a mistake. What is more, he named each man's business and telephone number.

I won't tell you all the other amazing things this man did except to tell how he called back, without a minute's hesitation, long lists of numbers, bank clearings, prices, parcel post rates and anything else the guests gave him in rapid order.

\*\*\*\*\*

When I met Mr. Roth—which you may be sure I did the first chance I got—he rather bowled me over by saying, in his quiet, modest way:

"There is nothing miraculous about my remembering anything I want to remember, whether it be names, faces, figures, facts, or something I have read.

"You can do this as easily as I do. Anyone with an average mind can learn quickly to do exactly the same things which seem so miraculous when I do them.

"My own memory," continued Mr. Roth, "was originally very faulty. Yes, it was—a really poor memory. On meeting a man I would lose his name in thirty seconds, while now there are probably 10,000 men and women in the United States, many of whom

I have met but once, whose names I can call instantly on meeting them."

"That is all right for you, Mr. Roth," I interrupted, "you have given years to it. But how about me?"

"Mr. Jones," he replied, "I can teach you the secret of a good memory in one evening. This is not a guess, because I have done it with thousands of pupils. In the first of seven simple lessons which I have prepared for home study, I show you the basic principle of my whole system and you will find it—not hard work as you might fear—but just like playing a fascinating game. I will prove it to you."

He didn't have to. His Course did; I got it the next day from his publishers.

When I tackled the first lesson, I suppose I was the most surprised man in forty-eight States to find that I had learned—in about one hour—how to remember a list of one hundred words so that I could call them off forward and backward without a single mistake.

That lesson *stuck*. So did the other six.

Read this letter from one of the most famous trial lawyers in New York:

"May I take occasion to state that I regard your service in giving this system to the world as a public benefaction. The wonderful simplicity of the method, and the ease with which its principles may be acquired, especially appeal to me. I may add that I already had occasion to test the effectiveness of the first two lessons in the preparation for trial of an important action in which I am about to engage."

This man didn't put it a bit too strong.

The Roth Course is priceless! I can count on my memory now. I can call the name of any man I have met before—and I keep getting better. I can remember any figure I wish to remember. Telephone numbers come to mind instantly, once I have filed them by this easy method.

The old fear of forgetting has vanished. I used to be "scared stiff" on my feet—because I wasn't *sure*. I couldn't remember what I wanted to say.

Now I am sure of myself, confident, and "easy as an old shoe" when I get on my feet at the club, at a banquet, in a business meeting, or in any social gathering.

The most enjoyable part of it all is that I am now a good conversationalist—and I used to be as silent as a sphinx when I got into a crowd of people who knew things.

Now I can call up like a flash of lightning most any fact I want right at the instant I need it most. I used to think a "hair-trigger" memory belonged only to the prodigy and genius. Now I see that every one of us has that kind of memory if he knows how to make it work.

I tell you it is a wonderful thing, after groping around in the dark for so many years to be able to switch the big searchlight on your mind and see instantly everything you want to remember.

This Roth Course will do wonders in your office. Since ours took it up you never hear anyone say "I guess" or "I think it was about so much" or "I forget that right now" or "I can't remember" or "I must look up his name." Now they are right there with the answer—like a shot.

Here is just a bit from a letter of a well-known sales manager up in Montreal:

"Here is the whole thing in a nutshell: Mr. Roth has a most remarkable Memory Course. It is simple, and easy as falling off a log. Anyone—I don't care who he is—can improve his Memory 100% in a week and 1,000% in six months."

My advice to you is don't wait another minute. Send for Mr. Roth's amazing course and see what a wonderful memory you have got. Your dividends in *increased power* will be enormous. VICTOR JONES.

## Send No Money

So confident are the publishers of the Roth Memory Course that you will be amazed to see how easy it is to double, yes triple, your memory power in a few short hours, that they are willing to send the course on this liberal approval offer:

Don't send any money; merely mail the coupon. When the complete course is handed to you, pay the postman only \$1.95, plus few cents postage charges. But if you are not entirely satisfied, send it back any time within five days and your \$1.95 will be refunded in full.

We believe you will be as pleased as are the thousands of other men and women who have used the course. You take no risk and you have everything to gain, so mail coupon now before this "5-day approval" offer is withdrawn. Walter J. Black, Inc., Dept. 187, 2 Park Ave., New York.

### 5-DAY APPROVAL COUPON

WALTER J. BLACK, INC.,

Dept. 187, 2 Park Ave., New York, N. Y.

Please send me, in a plain container, the Roth Memory Course of seven lessons. When course is delivered to me, I will pay the postman only \$1.95, plus few cents postage charges. If I care to, I may return the course to you within five days, and you agree to refund my \$1.95 at once.

Name.....

Address.....

☐ Check here if enclosing \$1.95 WITH this coupon, thus saving postage charges. Same refund privilege applies, of course.